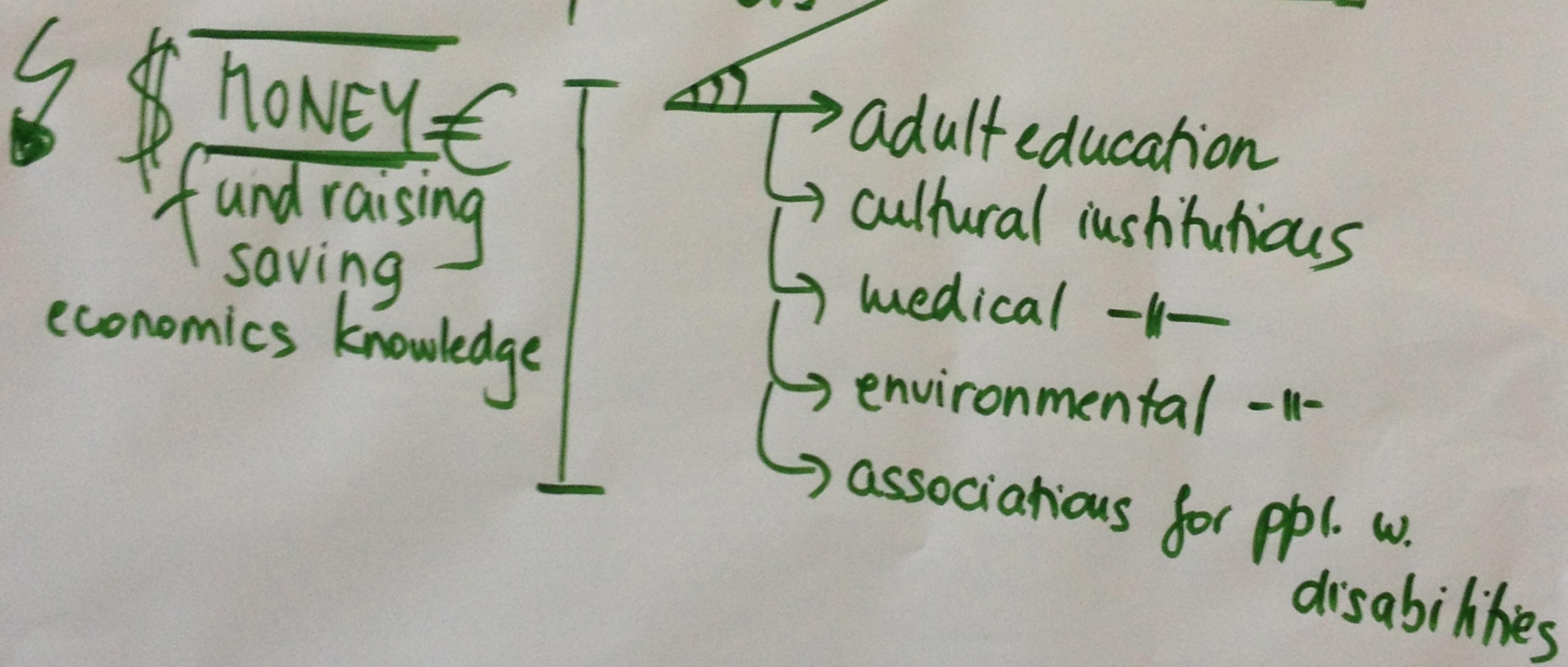


Group
1

Target groups

→ Social entrepreneurs (NGOs, GOs,
etc institutions, schools)



CHALLENGES

person

- > different beliefs
 - > lack of business knowledge
 - > resistance towards business
 - > Show the relevance
 - > not much time
 - > money is tight
- Organising

Who?

- Social workers
- teachers
- nurses
- doctors
- pedagogues
- educators
- NGO people

What
they
know?

* experts
in
their specific
area

* people-
oriented

* lack
economic
background

* resist

the world of
business

what
they
need?

* need to
realize the
importance of
business knowledge

* be open, accept
and co-operate

* have a vision

* finance + accounting

* business planning

* human resourcing

* cost + pricing

* networking

* marketing
side activities

* communicative
skills + ICT

* integrate the
new knowledge
into ev. day life
of the organisation

TARGET GROUP

- enthusiastic managers of small SE
- insufficient knowledge of economics, negotiation & strategy of business
- no time to learn (need of crash course in economics)
- To get some structure and vision how to achieve the goals
- need of practical training
- organisations: volunteering, NGO's, SE

Tsreta, Maria, Josipa,
Lydia, Andree

- social managers
need (more) business
management skills
- people in social institutions
have other minds, values
beliefs, attitudes
↳ special communication
- target-groups:
 - experts & professionals
without business skills,
but have a management position
 - young unemployed people
 - students without working
experience
- aim: enrichment of formal education
by practice, experience
→ open the minds

LEARNING

1. reduction

2. Social interaction
involvement

MARKETING

Product

= Price €100 e-l
€50 books

150€ exam
Course

Place

=

Promotion