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## **Project LEBEBO**

Project LEBEBO - „Learn to become your own boss“ reflects the fact that the most of individuals who start ventures, particularly in technology-oriented sectors, do not do so until they are in their mid- to late-thirties. Research studies present that the preferred career of a considerable number of graduates is towards business ownership. Surveys reveal that 46% of graduates consider a business of one’s own’ an excellent way to get ahead. But, only 7% of graduates start own business immediately after graduation (only 3 from 10 survive) while 80% of graduates start own business in their thirties, e.g. 10 years after graduation. This group of potential entrepreneurs is the main target group of the project.

To bridge the difficulties resides in continual education. Graduates being far from graduation need to look for specialised courses and/or start with the self-study. Theoretical knowledge increases the possibility for the potential entrepreneurs to make proper decisions when they encounter different situations on the market.

Thirteen topics are presented in thirteen study modules and available on <http://projekty.czu.cz>

1. Communication for Business
2. Enterprises Start-ups
3. Effectiveness and Efficiency in Enterprise
4. Marketing, Public Relations, Ethics
5. Financial Sector in Businesses
6. ICT Competences and Skills
7. Essential Entrepreneurial Competencies in Knowledge Economy
8. Decision Making Support in Entrepreneurial Decision Making
9. Intellectual Property Rights
10. Enterprise in bio Environment
11. Opportunities in the field of renewable resources
12. Services for Aging Population.
13. GIS - Geographic information systems in Enterprise

The content of study modules is more informative then specialised and at the medium level of exactingness. Wide range of topics is included so that this entrepreneurship education material would design for a heterogeneous cohort of users. The study material may also be beneficial for other employee and citizens to help them to better-place and better understand the challenges to day-to-day problems. The project is assigned directly to former graduates from upper secondary and bachelor levels of higher education who want to start his/her own business:

- For young people who want to start own business!
- For former graduates of upper secondary and bachelor levels!
- For graduates being far from graduation!
- For entrepreneurs to look for specialised courses!
- For all who want to start own business and want to be successful!

For individual use, the best approach is just to read the modules swiftly straight through, ignoring details, to obtain first impact of the content into mind. Then, come back to selected paragraphs create own study portfolio and start learning.

The text itself is suitable for any level, from sophomores on up, with the adjustment being made by assignment of other supplementary readings, especially from the internet and/or magazines sources. Graduates from bachelor levels and upper higher education can select relevant study materials for own self-study. Three types of products are available: 1) Web pages which offer complete study materials of all 13 modules including cases, professional oriented glossary and other supporting study materials. All study materials are available in Moodle platform. 2) CDs with basic study texts and cases. 3) Printed book published in a publishing house with ISBN – books are available in libraries or can also be purchased. Wide range of topics is included so that this entrepreneurship education material would design for different areas of businesses. The study material may also be beneficial for other employee and citizens to help them to better-place and better understand the challenges to day-to-day problems. All study modules are assigned for self-study and should become a base for an individual study portfolio of potential new entrepreneurs.