



# 1.1.1. The concept of Practice Enterprise

The PE Didactics

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The main objective of this module is to give to the didactical staff of Practice Enterprise ( Teachers, Tutors and Mentors) first concepts regarding the didactics in Practice Enterprise within the PICASP Project



**PICASP**  
Erasmus+ Project



The main objective of PICASP is the implementation of Pilot Courses Programmes on Entrepreneurship in Cultural Heritage .

This is the most critical WP as it refers to the creation of the conditions for Pilot Courses realization with a particular focus on teaching staff in charge to manage the Practice Management classrooms.

The main output would be the introduction of active didactics focused on tight links between theory and practice, HEIS and business community, didactical staff and learners

**WP 2  
DEVELOPMENT ASU / VGTU**



**The Development of Pilot Courses, divided into Short and Curricular Courses will be shared among PC as follows :**

| Country Area | PC     | Short Courses | Curricular Courses 1st, 2nd Level | Teachers | Tutors | Mentors | Students |
|--------------|--------|---------------|-----------------------------------|----------|--------|---------|----------|
| AZ           | ATMU   | 2             | 1                                 | 3        | 6      | 3       | 50       |
|              | KHAZAR | 2             | 1                                 | 3        | 6      | 3       | 50       |
| RU           | ASU    | 2             | 1                                 | 3        | 6      | 3       | 50       |
|              | VSTU   | 2             | 1                                 | 3        | 6      | 3       | 50       |
| KZ           | CSUTE  | 2             | 1                                 | 3        | 6      | 3       | 100      |
|              | UIB    | 10            | 5                                 | 15       | 30     | 15      | 300      |



## INNOVATION IN DIDACTICS

### Practice Enterprise PE

A Learning by Doing Approach in which students are committed to create, in the classroom and the support of teachers, tutors and mentors an enterprise with most of functions and realistic burdens and the connections with the net.



 Erasmus+



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# Practice Enterprise

A Practice Enterprise (PE) is a business simulation for learning purposes where students learn and act independently while carrying out several business operations. A PE resembles a real company in its form, organization and function and trades of fictitious products and services with other companies on the PE market.



## The role of learners

As 'employees' of the PE, *learners are responsible for its performance* and through the learning-by-doing methodology they develop ownership competences. They carry out market research, place advertisements, buy inventory, plan logistics, sell simulated goods or services and pay wages, taxes, benefits, etc. Each company engages in business activities, both nationally and internationally, with other companies within the PE network, following standard commercial business procedures and frameworks. There is *no actual transfer of real goods and money* but the *trade transactions* and financial exchanges *take place for real*.

# The didactical staff

In PE the didactical staff is composed by Teachers, Tutors and Mentors with interdependent but distinct roles.



## THE ROLES

- Teachers : Learners Recruitment, Focusing the classroom on PE targets, Coordinating didactical staff, Evaluate the Results and Motivating Learners
- Tutors : Supporting Teachers and Mentors in their relationships with students ensuring continuity of learners engagement on PE Targets
- Mentors : Giving practical experience in the PE activities supervising learners activity in PE and ensuring the feasibility of chosen targets and sustainability of





## The Premises

**The classroom is to be dimensioned for 15 / 20 students, 1 teacher, 1 / 2 tutors and 1 mentor and for Modules of 25/50/75 hours according to the level of the course ( Module/Course/Master**

**The classroom is to be equipped by computers connected with internet with almost 1 computer for three students which express the basic unit of PE organization and correspondent fo an enterprise function (For instance : Accounting, Secretary, Marketing, Sales, Services Production). It needs also 1 photocopy/ scanner and adequate supply of paper**



# FIRST STEPS FOR PE START UP

- **Defining the didactical staff**
- **Establish the PE Location ( The classroom)**
- **Recruite learners ( Students)**
- **Start up meeting with students**
- **Define the basic structure of the PE (Organizational chart) and assign to learners tasks and duties**