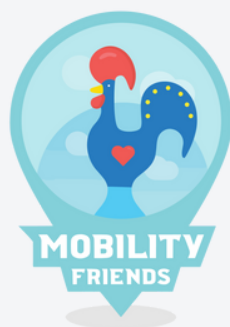


ENTREPRENEURSHIP AND
CAREER DEVELOPMENT

BUILDING THE FUTURE: ENTREPRENEURSHIP AND LEADERSHIP



Your Mobility Partner

COURSE OVERVIEW

Building the Future: Entrepreneurship and Leadership is a dynamic, hands-on training course designed to empower participants to become proactive entrepreneurs and effective leaders.

The programme guides learners through the full entrepreneurial journey—from identifying opportunities and generating ideas to developing, pitching, and planning real projects with market or social impact. Participants will explore key concepts of entrepreneurship, innovation, and leadership, while developing critical skills such as problem-solving, business model design, team building, financial planning, and project management. The course places a strong emphasis on creativity, ethical leadership, sustainability, and value creation. Through interactive workshops, team challenges, mentoring, and real-world case studies, each participant or group will design and develop their own business or social project, receiving feedback and support throughout the process. By the end of the course, learners will have a clear project plan, a compelling pitch, and the confidence to take their ideas forward in the real world.

TARGET AUDIENCE

This course is designed for students, young adults, aspiring entrepreneurs, and early-career professionals who want to develop entrepreneurial and leadership skills for the modern world. It is ideal for individuals who are curious about starting their own business, leading innovative projects, or creating social impact initiatives. The course is especially relevant for those who want to turn ideas into actionable projects, build strong teams, and develop the confidence and competencies needed to succeed as entrepreneurs or leaders in any sector.

REQUIREMENTS

To take part in the course, participants must meet the following requirements:

- Have at least a B1 level of English (independent user);
- Complete and submit the registration form before the start of the training;
- Bring a laptop or tablet to use during the sessions;
- Commit to active participation and attend at least 80% of the course.

CONTACTS AND REGISTRATION

For registrations, additional information, or budget requests, please contact our team by email at trainingcourses@mobilityfriends.org or visit our website at www.mobilityfriends.org.

COURSE OBJECTIVES

The objectives of the course are:

- Understand the fundamental concepts of entrepreneurship, innovation, and leadership.
- Identify opportunities and generate creative, high-impact business or social ideas.
- Develop practical skills for business model design, project planning, and value creation.
- Build effective teams and collaborate in multicultural and multidisciplinary environments.
- Strengthen problem-solving, critical thinking, and decision-making abilities.
- Learn the basics of financial planning, budgeting, and resource management for new ventures.
- Enhance leadership skills, including motivation, communication, and ethical decision-making.
- Explore strategies for pitching ideas, attracting support, and communicating vision.
- Foster an entrepreneurial mindset of resilience, adaptability, and continuous learning.
- Design, develop, and present a concrete business or social impact project.

LEARNING OUTCOMES

Upon successful completion of this course, learners will be able to:

1. Identify and assess opportunities for entrepreneurship and innovation in different contexts.
2. Generate, select, and develop creative business or social project ideas.
3. Design and articulate a clear value proposition and business model (using tools such as Business Model Canvas).
4. Work effectively in teams, leveraging diverse talents and perspectives.
5. Apply project management principles to plan and execute entrepreneurial initiatives.
6. Prepare basic financial plans and budgets for start-ups or social ventures.
7. Demonstrate key leadership skills, including motivation, communication, and conflict management.
8. Pitch business or social projects confidently to potential stakeholders or funders.
9. Adapt to challenges, setbacks, and change with resilience and a growth mindset.
10. Reflect on their own leadership style and entrepreneurial potential, identifying areas for further growth.
11. Deliver a structured business or impact project ready for real-world implementation or further development.

METHODOLOGY

The course is structured around a rigorous methodology that combines theoretical exposition, practical work, and applied demonstrations. This approach ensures a thorough understanding of the subject matter and its direct application in real-world contexts.

Theoretical sessions provide essential foundations, while practical work and demonstrations facilitate the development of technical skills and familiarity with the specific tools and procedures relevant to the course.

Continuous monitoring through individualized feedback allows for tracking learners' progress and ensures the achievement of the set objectives, preparing participants to face professional challenges with competence and precision.

ASSESSMENT

Assessment is carried out continuously throughout the course, using a holistic and learner-centered approach that reflects both participation and performance. Each participant is evaluated based on their overall engagement, regular attendance, punctuality, interest in the topics covered, ability to apply knowledge during practical tasks, and interaction with peers in individual and group activities.

The evaluation process includes a variety of classroom-based tasks (oral and written), short daily assignments, role-plays, and simulations. Trainers provide ongoing, individualized feedback to support progress and encourage active learning.

A Certificate of Participation is awarded to participants who attend at least 80% of the sessions and demonstrate consistent involvement and commitment during the training.

DURATION

The standard duration of our course is 20 hours (5 days), designed to ensure comprehensive and effective learning. However, this duration can be adjusted, in specific cases, to meet the particular needs of each group, in order to optimize outcomes and better suit the training context.

For further details or to discuss a customized schedule, please get in touch with us.

PRICE AND FUNDING

Each quotation is personalized and depends on several factors, such as the number of participants, the number of training hours, the location of the course, and any additional services requested (accommodation, transport, meals, cultural activities, etc.).

To receive a tailored quotation for your group, please get in touch with us.

The training can be funded through programs such as Erasmus+ (KA1 – Learning Mobility), among other European support mechanisms. For more information about funding, participants should contact their sending organization or their country's National Agency directly.

LOCATION AND COURSE LANGUAGE

We have training rooms in several cities in Mainland Portugal, such as Barcelos (headquarters), Braga, Póvoa de Varzim, and Porto. We also have spaces in the islands of Madeira (Funchal) and the Azores (Ponta Delgada). Additionally, we have facilities in Valencia, Spain.

The course is delivered in English.

CERTIFICATION

A Certificate of Participation is awarded to participants who attend at least 80% of the sessions and demonstrate consistent engagement and commitment throughout the training. Upon completion of the course, a formal certification ceremony will take place, during which the certificates will be presented to the participants.

OTHER SERVICES

To enrich the training experience, Mobility Friends offers a range of additional services, subject to availability and additional cost, which can be arranged for individual participants or groups.

Services include:

- Accommodation in partner residences or hotels
- Meals (lunch and/or dinner)
- Transfers between the accommodation and the training room
- Airport transfers
- Cultural visits

All services are subject to availability and must be requested in advance. For more information and personalised quotes, please contact our team.

COURSE CONTENTS

MODULE 1: THE ENTREPRENEUR-LEADER MINDSET

- Key attitudes: initiative, vision, ethical leadership, resilience, and lifelong learning.
- Self-assessment: mapping your entrepreneurial and leadership strengths.
- Growth mindset: embracing challenges, learning from failure.
- Real stories of entrepreneurial leaders.

MODULE 2: OPPORTUNITY RECOGNITION & VALUE CREATION

- How entrepreneurial leaders spot and shape opportunities.
- From problem to idea: design thinking, creative leadership, and social innovation.
- Defining a compelling vision and mission for your project or business.
- “Challenge Lab”: identifying real needs in your environment.

MODULE 3: TEAM BUILDING AND COLLABORATIVE LEADERSHIP

- Building and leading high-performing, diverse teams.
- Leadership styles for entrepreneurs: from visionary to servant leadership.
- Dynamics of trust, delegation, and motivation.
- Role-playing: leading teams through uncertainty and change.

MODULE 4: PROJECT DESIGN, BUSINESS MODELS & IMPACT

- Business Model Canvas with a leadership lens: creating sustainable value.
- Strategic planning: setting goals, milestones, and indicators of success.
- Aligning business and social impact: the double bottom line.
- Prototyping solutions and leading iterative testing.
- Real examples: social enterprises, start-ups, and changemakers.

MODULE 5: COMMUNICATION, INFLUENCE AND NEGOTIATION

- The leader’s voice: persuasive communication and storytelling.
- Building your pitch: influence, credibility, and vision sharing.
- Networking as an entrepreneurial and leadership skill.
- Negotiation strategies for founders and team leaders.
- Media and digital presence: leading your narrative.

**Please note that program content may be subject to change based on input from our trainers.*

COURSE CONTENTS

MODULE 6: FINANCIAL INTELLIGENCE AND RESOURCE LEADERSHIP

- Financial basics for leaders: budgeting, fundraising, managing risk.
- Entrepreneurship funding options: investors, crowdfunding, competitions.
- Leading with transparency and ethics in resource management.
- Resource mapping: leveraging networks and partnerships.

MODULE 7: LEADING INNOVATION AND MANAGING CHANGE

- Fostering a culture of innovation: creativity, agility, and experimentation.
- Change management: leading others through transformation.
- Resilience in leadership: handling failure, learning, and pivoting.
- Case clinics: innovation leadership in start-ups and social projects.

MODULE 8: ETHICS, IMPACT & SUSTAINABILITY IN LEADERSHIP

- Ethics in entrepreneurship: leading with integrity and responsibility.
- Social and environmental impact: measuring, communicating, and scaling value.
- Inclusive leadership: building projects that empower and respect diversity.
- Stakeholder engagement and responsible governance.

MODULE 9: THE PROJECT LAB: FROM IDEA TO IMPLEMENTATION

- Step-by-step development of a business or impact project.
- Action learning: weekly mentoring, peer-to-peer leadership, and team feedback.
- Preparing the final pitch and business/impact plan.
- Public showcase and real feedback from external mentors or partners.
- Next steps: how to lead your project to real-world action, funding, or incubation.

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MOBILITY FRIENDS TRAINING CENTER



Certified by DGERT - Directorate General
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