

# Module 3

# Entrepreneurial skills

a Training Module for Sharing Economy Practitioners  
of the project Sharing Skills

Increasing the labour market relevance of VET provision and reducing skills mismatches and shortages in the new booming "Sharing Economy" sector

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Unit 3.1: Defining Entrepreneurial Skills

Unit 3.2: Learning to analyze Competitiveness

Unit 3.3: How to obtain an comparative advantage of your sharing product

Unit 3.4: How to promote you sharing product

*Learning outcomes:*

- Knowledge of entrepreneurship concept, implementing strategic planning
- Ability to understand the market rules in terms of competitiveness and use tools according to strategic development
- Ability to understand the pros and cons of the sharing product and be able to promote the positive ones as a comparative advantage in relation to the competitors
- Knowledge and ability of sharing project promotion