MEASURING THE
IMPACT OF STARTUP
PROGRAMS

Duration
30 Hours

Target Group
University staff and
interested professionals

Language
English

Certification
Certification of
completition

Measuring and managing the impact of digital, green and entrepreneurship courses is of paramount importance for delivering the skills necessary to build sustainable and digital ventures. Just by understanding the outcomes of a given startup-support program measures can be taken to improve the quality and effectiveness of delivery.

Learning Outcomes

- Appreciate the central importance of impact measurement

- Identify and explain key concepts and principles of rigorous social impact measurement

- Set clear objectives for the impact of digital, green and entrepreneurship courses and activities

- Develop a theory of change and logic model for a specific course or program

- Design a measurement plan to assess the impact of a course or program

- Collect and analyze data of the program outcomes/impacts

- Use the evidence of success as a tool for reflection and review of the digital, green and entrepreneurial activities and for the reflection of the strategy of the institution.

CURRICULUM

Unit 1:
Introduction to Impact Measurement

- Discussion round on the experiences so far by the group of participants

Zoom live session - // - 04.10.23 15:00 -17:00

Unit 2:
Devising an impact evaluation plan

- Setting impact objectives specific to digital, green and entrepreneurship courses
- Logic models specific to digital, green and entrepreneurship courses
- Impact Measurement Philosophy
- Impact Measurement Frameworks

Zoom live session - // - 11.10.23 15:00 -17:00

Unit 3:
Data Collection Methods

- ·Definition of suitable indicators
- Quantitative data collection methods specific to digital, green and entrepreneurship courses.
- Qualitative data collection methods specific to digital, green and entrepreneurship courses.
- Experimental, quasi-experimental, non-experimental designs
- Key considerations, common pitfalls and sources of bias

Zoom live session - // - 18.10.23 15:00 -17:00

Unit 4:
Analyzing & Using the Data (Holistic Management)

- Discussion of the case study
- Analyzing & and interpreting data specific to digital, green and entrepreneurship courses
- Using results to improve courses and wider startup-up support strategies.
- Communicating the results.

Zoom live session - // - 25.10.23 15:00 -17:00

www.ugd-hub.com // Apply now: https://forms.gle/CJXcJWWLUibCMgi49