

Today's Young People Tomorrow's Entrepreneurs

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Trainings



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ENTREPRENEURSHIP EDUCATION

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Concept of Entrepreneurship

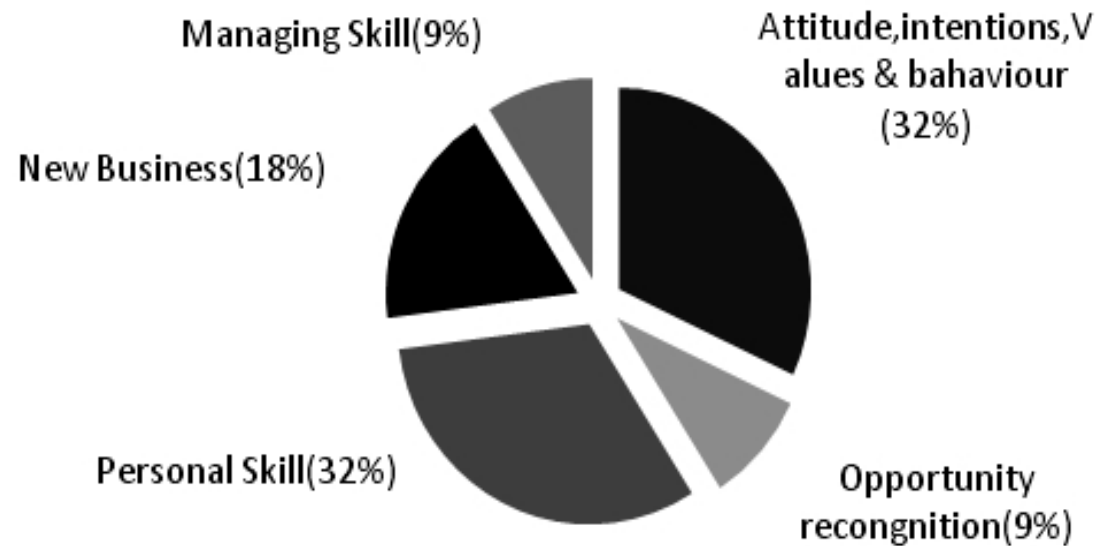
- ◉ Transforming an idea into action has been done since the beginning of civilization around the globe.
- ◉ **Entrepreneurship** is the ability and readiness to develop, organize and run a business enterprise along with any of its uncertainties in order to make a profit.



- ⦿ Entrepreneurs have a vision for doing things in a better way, thinking beyond the constraints of current rules and resources.

Key terms in the meaning of entrepreneurship education

Figure 1 Key terms in the meaning of entrepreneurship education





Accordingly it has been shown that 32 percent of the reviewed articles related entrepreneurship education to some kind of educational (or training) process that is aimed at influencing individuals' attitudes, behaviours, values or intentions towards entrepreneurship either as a possible career or to enhance among them an appreciation of its role in the community. An equally strong observation (32 percent) related entrepreneurship education with the acquisition of personal skills in entrepreneurship, whereas others related it to new business formation (18 per cent), opportunity recognition (9 percent) and, managing of existing small firms (9 percent).

- Thus we can say that, an *entrepreneur* refers to an individual who has the ability to turn ideas into action.
- It includes creativity, innovation and risk taking, as well as the ability to plan and manage projects in order to achieve objectives.
- Accordingly, *entrepreneurship education* can be defined as the process of professional application of knowledge, attitude, skills and competencies.
- Ref.:Balasubramanian, A. (September 5, 2012). **Entrepreneurship Education. The Hindu.** Retrieved from [http:// www.thehindu.com/todayspaper/tpfeatures/tpopportunities/entrepreneurshipeducation/article3860321.ece](http://www.thehindu.com/todayspaper/tpfeatures/tpopportunities/entrepreneurshipeducation/article3860321.ece)

- Entrepreneurship education includes all activities aiming to foster entrepreneurial mindsets, attitudes and skills and covering a range of aspects such as idea generation, start-up, growth and innovation.

Entrepreneurs;

In the era of global work practices and technological innovations, there are individuals who always 'think outside the box'.

These individuals have a passion for novelty and like to distinguish themselves from the others.

Legendary world entrepreneurs like Bill Gates, Steve Jobs, Narayana Murthy and young entrepreneurs like Larry Page, Sergey Brin (co-founders of Google) and Mark Zuckerberg (CEO of Facebook) have set the bar for being the most inspirational and influential entrepreneurs in their respective fields.



First and foremost thing we need is the entrepreneurial spirit. The attitude and skill will follow.

Entrepreneurs needs the indefatigable energy and incurable optimism that enables them to take the road less travelled and convert their dreams into reality.

It is a force that beckons an individual to pursue countless opportunities.

Entrepreneurs must learn how to overcome the risk of failure, or of vulnerability. Entrepreneurship education can give them valuable insights and also support them in this.



- Some useful workshops on entrepreneurship education are identified on following page;

Workshops 1

THE LIFESTYLE OF AN ENTREPRENEUR

Objectives

- To connect daily life and entrepreneurship;
- Familiarizing youngsters with the entrepreneurship culture;
- Mapping the problems that young entrepreneurs are facing;

Materials needed :Flipchart paper, markers, plenary room for group discussion and work.

Duration 90 minutes

Description(including timeline)

Energizer (3 minutes) – Banana game to boost some energy and make participants active. Stand in a circle while asking the group if they like banana to initiate the exercise. Then lead them to a dancing exercise of gesturing peeling, cutting, shaking and eating the banana.

The lifestyle of an entrepreneur

- Briefing about the topic- more details about workshop topic – explaining in details about workshop connection between entrepreneur culture and private life. Definition of lifestyle;
- Explaining what the lifestyle of entrepreneurs;
- Barometer method with the following statement:
 1. My government supports entrepreneurs;
 2. I know how to be an entrepreneur;
 3. I would like to be entrepreneur;
 4. There are enough resources for starting an enterprise;

The lifestyle of an entrepreneur

- Group discussion: participants are divided into four groups with 3-5 participants and they are invited to discuss the next question;
 1. How much does entrepreneurship influence lifestyle, and vice versa?
 2. Which problems do young entrepreneurs face nowadays?
 3. Why are young people today hesitant to take a risk?
- Leave the group 15 minutes for discussion
- Fishbowl method – presenting group ideas in format of the fishbowl discussion with guidance of facilitator/ trainer; (20 minutes)

The lifestyle of an Entrepreneur

- Debriefing – Asking what they learned, how they felt
- Conclusion, question and answers to close the workshop. (20 minutes)
- Method/s Input, discussion, group work, fishbowl, barometer method and brainstorming.
- Results: Understanding connection between entrepreneurship and daily lifestyle
- Participants become aware and understand better the entrepreneurship
- culture and similar terms;
- Boost critical thinking about problems of young entrepreneurs and trying to find solutions through discussion;
- Recourses: Internet for background information; Personal experiences; Salto toolbox

Workshop 2 IT'S YOUR TIME

Objectives

- Foster critical thinking among participants
- Familiarize with entrepreneurship terms and vocabulary
- Improve time management skills
- Foster creativity and active participation.

Materials needed: Crossword questions handout for each team, 1 copy of the crossword answers, Flip charts, markers, pens, plenary room, space for teams to work separately

Duration 60 minutes

IT'S YOUR TIME

- ◉ Description (including timeline)
- ◉ Energizer (choose any depending on the time of the day you perform this workshop) (10 minutes)
- ◉ Short intro of the workshop and its aim. Tell the group you are going to play and try to solve a crossword in small teams. Ask them not to use computers or phones. (5 minutes)
- ◉ Divide the group into teams of 4-5 people and hand out the Crossword handout and pens. Give them 15-20 minutes to work in groups and be strict with time.
- ◉ When the group is back, check the answers in plenary. You can prepare a Flipchart with the answers and display it for the whole group. (10 minutes)
- ◉ In small group work, brainstorming, reflection, debriefing

IT'S YOUR TIME

- Results
- Critical thinking of participants is improved. Team cooperation and support
- Debriefing of the exercise and closing the workshop. (15-20 minutes)
- Method/s Learn by is enhanced.
- Participants are confronted with the idea of time management and sources management.
- Resources:
Handouts of crosswords questions and answers- See Annex 1
- Note: If you want to make a more complicated crossword, you can use <https://wordmint.com> to create puzzles and crosswords.



Developing the Entrepreneurship Attitude

by Savina Moniaci

The Entrepreneur

“If you want to launch a successful start-up, the only way is to offer to the customers a **value proposition immensely better than what they currently have**”

Jeff Bezos, founder of Amazon.com



Issue



Are Entrepreneurs born or made?



Educational access to Entrepreneurship

Who the Entrepreneur is

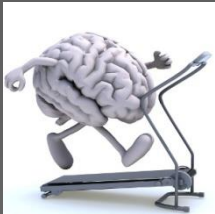
Where others see a problem, a social entrepreneur sees an opportunity chance



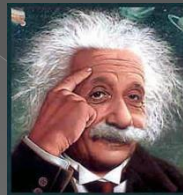
Innovate!!

What an entrepreneur does

1. He perceives an issue



2. He conceives an Idea- Innovative answer



3. He verifies the opportunities



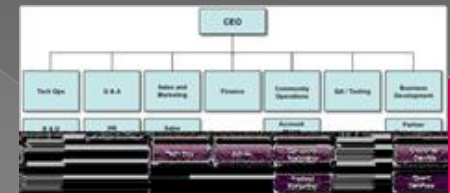
6. He creates an organizational routine



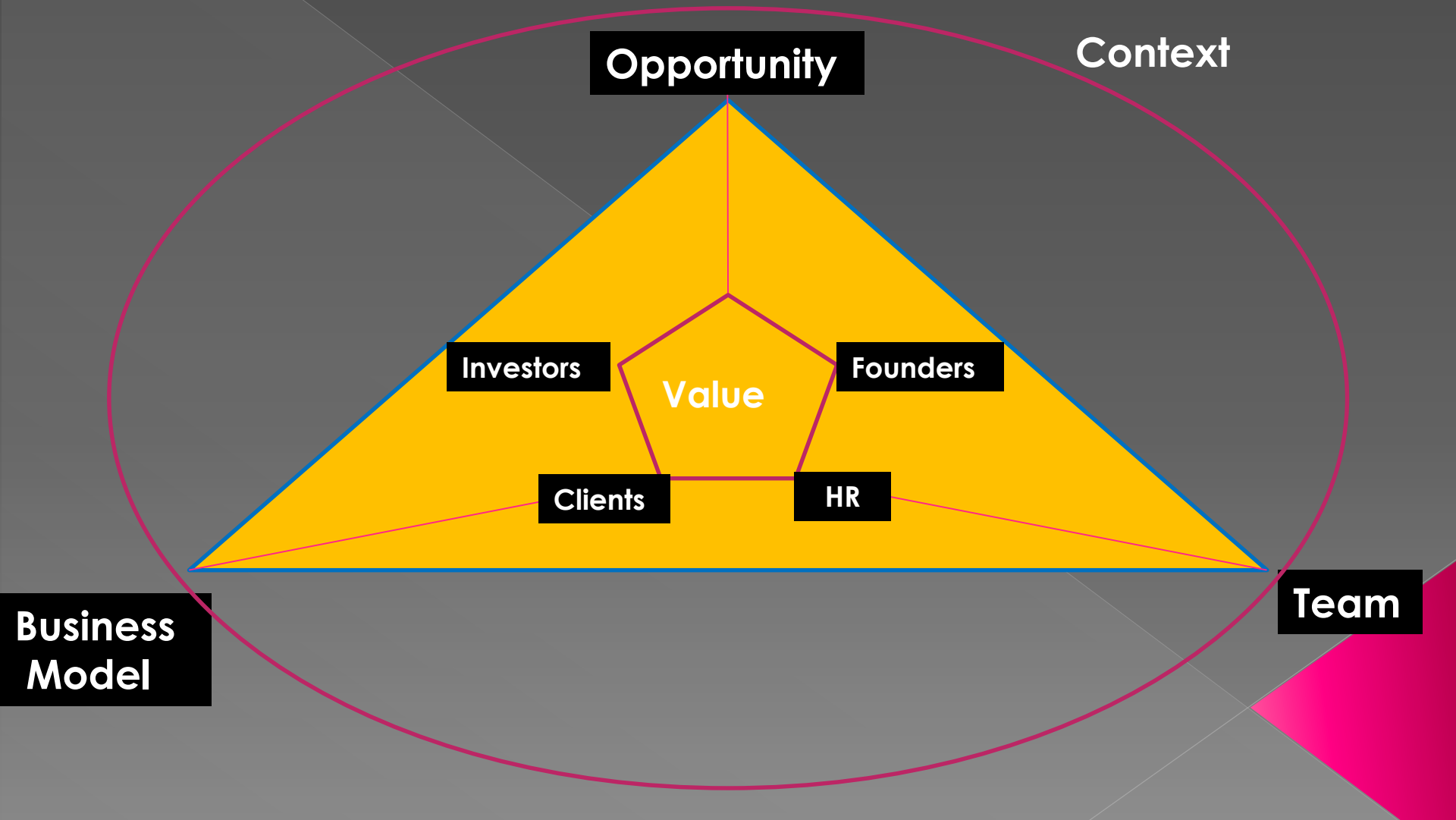
5. He finds the funds



4. He lays the business pattern out

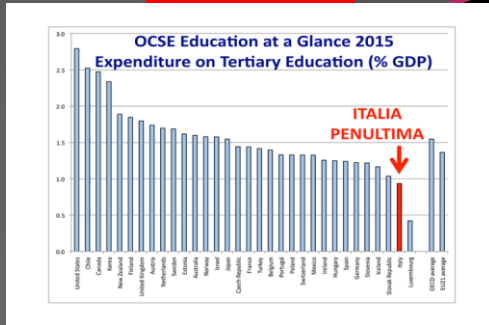


The context

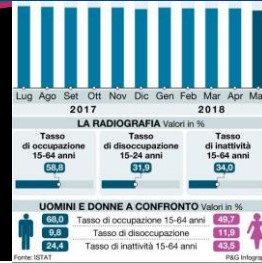


Scenario

Learning



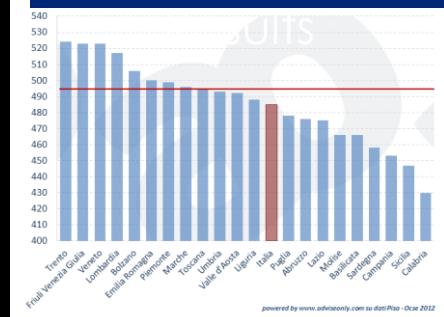
Employment



Tech Explosion



Pisa Ocse



Hyperconnectivity



Population Ageing



Mass Migrations



Geopolitics Revolution



Growth Sectors

Tech



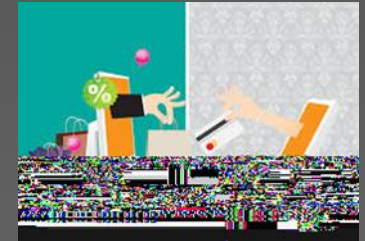
Energy



Health & Wellness



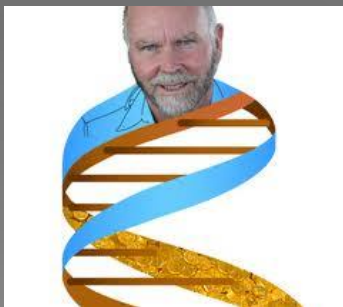
Shopping online



Info



Genetics

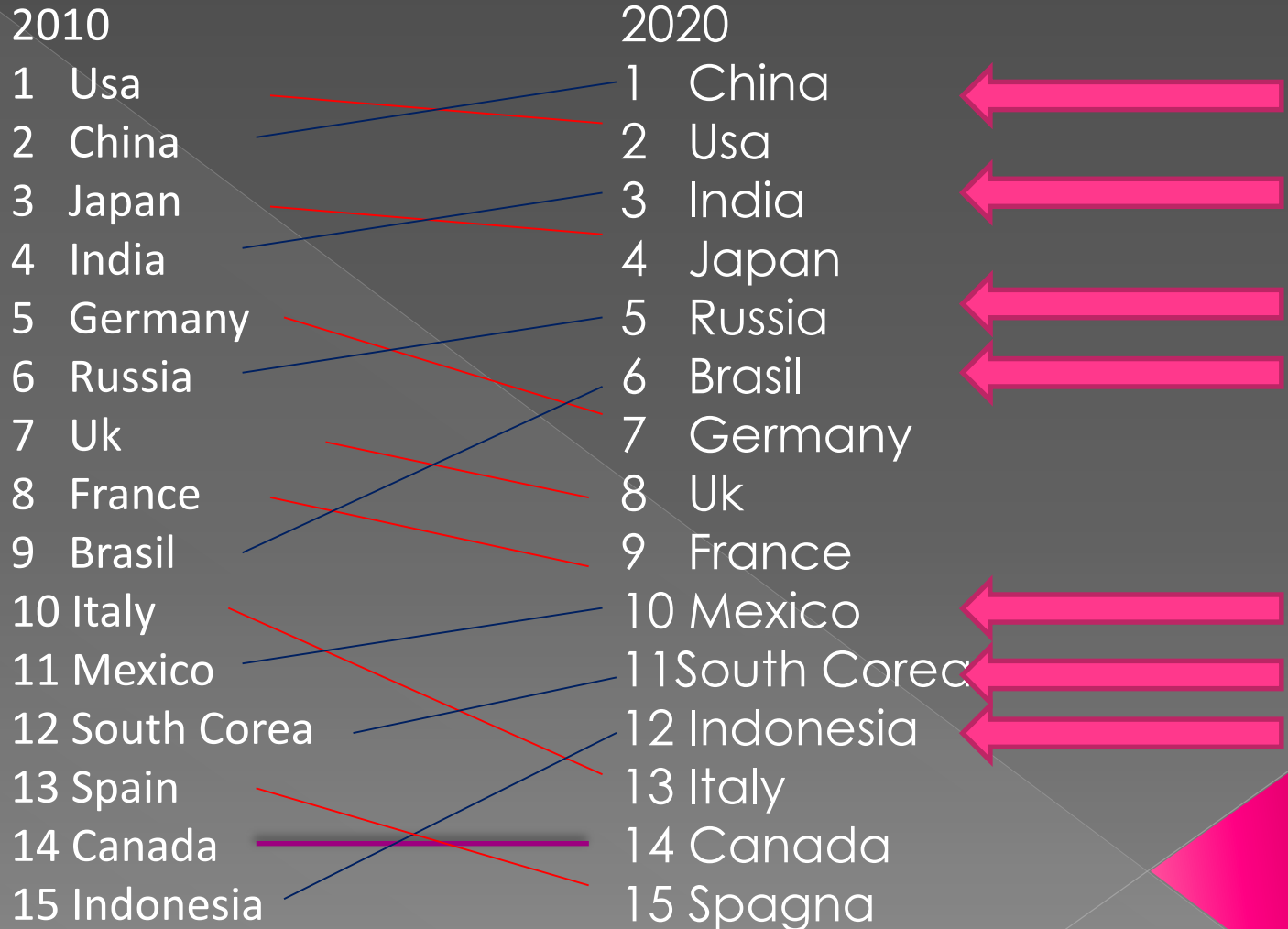


Care



Developing countries

Geopolitics- countries' GDP



Context

Internal Adaption Strategies

Macro-economic setting

Field of Appliance

Law Regulations

Competitive Arena

Asset

Technology



Recognizing a talented entrepreneur

high



Empowerment

learning

Parasite



low

low

Motivation

high

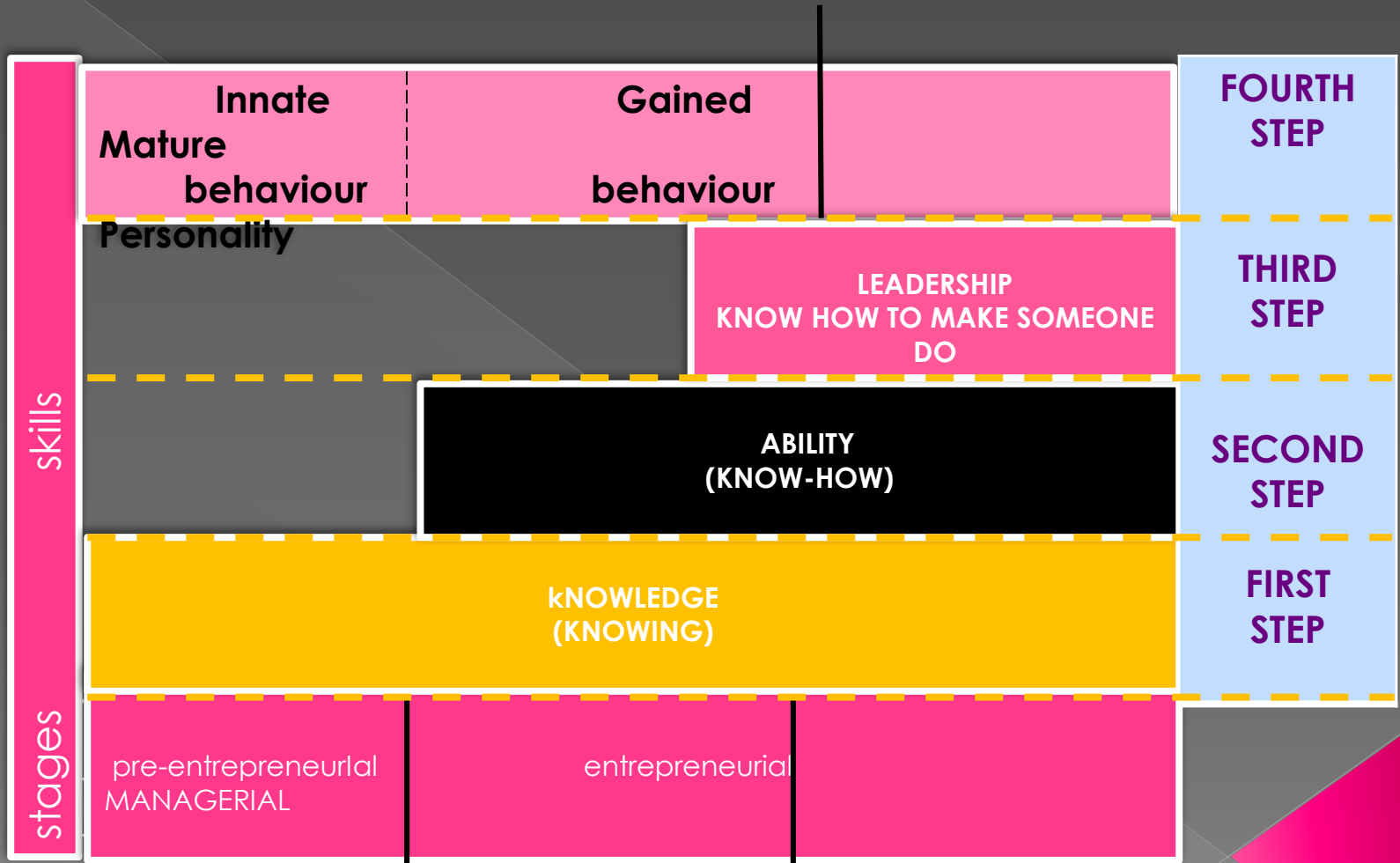
Honing a talented entrepreneur

The 7 Habits of Highly Effective People (S. Covey)

- Be proactive
- Begin with the end in mind
- Put first things first
- Think win win
- Seek first to understand, then to be understood
- Synergize
- Sharpen the saw



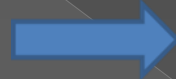
The Entrepreneur's Educational Path



The skills to be developed



Group working



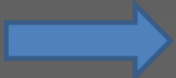
to cooperate

Communicating



to listen and to persuade

Motivating



to self motivate and to enthuse

Exercising Power



to be resolute

Deciding



to opt for new approaches in real time

Negotiating



to reach balance

Managing time



to plan events and others' time

Analyzing



to face uneven events and likely options methodically and quickly

Stress Relieving



to limit critical situations

Change Handling



to foresee and rate factors systematically

The attitudes to foster

Honesty

Belief

Negotiation

Resilience

Curiosity

Caution

Generosity

Perfectionism

Enthusiasm

Patience

Confidence

Common Sense

Courtesy

Trust

Optimism

Culture

Responsibility

Humility

Tenacity

Good taste

Confidentiality

Authoritativeness

A proper leader's mindset is characterized by:



- Energy → adopting a responsible attitude and having charismas at the same time
- Pursuing objectives → producing outcomes coherent with own's aims
- Respect → protecting one's own and others' dignity
- Consent → consulting employees
- Influence → arousing Authoritativeness
- Acknowledgment → sharing results with own's team
- Leadership → respecting team's requirements
- Continuous Learning → expansion of skills and skill-sets

The common features of an entrepreneur

He needs to face new challenges

He is independent

He is responsible of his outcomes

He is keen on taking risks

He is self-confident

.... The Successful Entrepreneur...

He is technically expert

He has a full knowledge of the industry

He is deeply involved into his project

The Red Queen Effect

"A slow sort of country!" said the Queen. "Now, here, you see, it takes all the running you can do, to keep in the same place. If you want to get somewhere else, you must run at least twice as fast as that!"





How to teach Entrepreneurship

Croatia
by Maja Savić

Training modules

1. WORDSEARCH (**READING**)
2. TESTMOZ (**READING**) Here are the questions from testmoz.com on a given topic (Basic things about **ENTREPRENURSHIP**) the second slide.

So, students can do it online and their answers can easily be checked.

1. Video What is an entrepreneur? (**READING, LISTENING, WATCHING**)
2. Think outside the box (**SPEAKING**)
3. Elevator pitch (**SPEAKING**)
4. Revision/ Evaluation (**WRITING**)

1. WORDsearch

- Here is the link. I have made a wordsearch on puzzlemaker
- <http://puzzlemaker.discoveryeducation.com/code/BuildWordSearch.asp#>
- Print wordsearch. Distribute to students.
- It can be done in pairs.
- When finish, students read words from the task.

2. Testmoz – how much do you know aBout entrepreneurship?

- Use this link to do the test testmoz.com/3924726 The password for administrator is 6252
- After each student solve the test - discuss the questions and answers.
- Suggestion – choose two students who will read questions and answers

3. What is an entrepreneur?

- ◉ Watch the video! Here is the link

<https://www.youtube.com/watch?v=prDsSjywWag>

- ◉ What have you learned? What is an entrepreneur?

4. THINKING OUTSIDE THE BOX

- Ask students to explain that term.
- **Thinking outside the box** is a metaphor that means to think differently, unconventionally, or from a new perspective



Source jimbo.com

5. Elevator pitch

- ◉ Ask students to explain that term. If they don't know, just read the definition,
- ◉ An **elevator pitch**, **elevator speech**, or **elevator statement** is a short description of an idea, product or company that explains the concept in a way such that any listener can understand it in a short period of time.
- ◉ Make your own elevator pitch. Any volunteer? Students should stand up and talk about one topic for 60 seconds. (For example INTRODUCE A NEW BUSINESS IDEA)



Source [dreamstime.com](https://www.dreamstime.com)

6. REVISION/ EVALUATION

- ◉ Students should take a paper and write what they have learned.
- ◉ Individual work.
- ◉ Reading answers.

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How to teach Entrepreneurship

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KANEPI GÜMNAASIUM

Estonia
by Kristel Uiboupin

be creativE

learn
from
the
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There were so many questions on the
previous slide

we will now try to get some answers

<https://www.youtube.com/watch?v=r8nHptyS234>

What makes an entrepreneur? | Sahar
Hashemi | TEDxYouth@Bath

„You become an entrepreneur when you start“
she said!!!

Five steps for entrepreneurship

IDEA – make sure its something you love!!!

Do your market RESEARCH – lazy people can't become a entrepreneurs!!!

BUSINESS PLAN – You've got a be organized!

RAISE MONEY – 12 people said J.K. Rowling manuscript was rubbish!!!

DON'T GIVE UP – it is a journey you find things about yourself you never knew you had!!!

MAKE IT HAPPEN!!!

„Self belief comes when you start doing.“
she said!!!

And we are starting doing ... 😊...

- Form teams (3-5 members)
- Find an idea what is missing today from our life – product, service, etc. Like Sahar found the "skinny latte,, & „coffee bar“
- Try to sell your idea to the other groups and get your idea „financed“
- The group who is getting most „financed“ by the other teams is the best 😊!

Wishing to be an entrepreneur –
then being creative is crucial!!!

When you watch this slide, what
keywords characterizing Sahar´s
story?

Bring out the words and try to link
them to a Sahar´s story!

Add examples from the story!!

Try to visualize, make a poster!!!

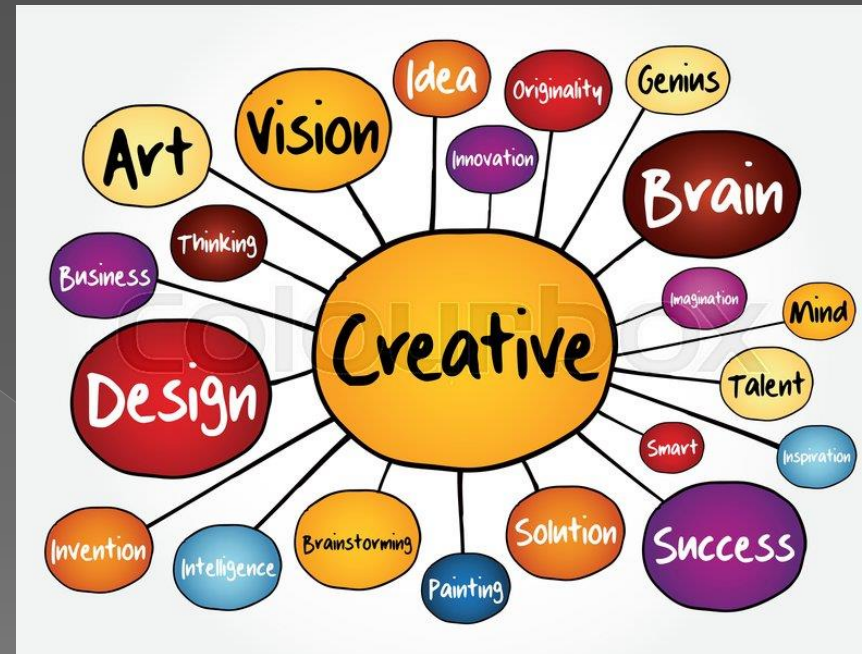
Present your ideas!!!!

Discussion about ...

What makes you creative???

How creativity is related to
entrepreneurship

„Be creative!“
she said!!



Don't forget!!!

„EVERY SINGLE ONE OF YOU HAS A STAR
WITHIN YOU!“

she said!



Erasmus+

Today's young people,
tomorrow's entrepreneurs.



MANY THANKS
FOR YOUR
ATTENTION!

Erasmus+ / Erasmus

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