Educating Entrepreneurship Educators
Delegate Manual
“Conneeect is an international network dedicated to bringing together educators from across Europe, to explore and push the boundaries of entrepreneurship education. Our goal is to help ‘you’ deepen, strengthen and broaden the impact of ‘your’ entrepreneurial teaching.”

**Vision**

Our world is changing fast: more flexible ways of working, the power of networks, unlimited complexity, the desire for self-fulfilment and the need to build on a sustainable future. Education has to adapt to these new requirements. Entrepreneurship education is a main answer to handle the transformation from a classical teaching institution to an interdisciplinary, open competence facilitator. It is more than just teaching students how to write a business plan, it is fostering personal attitudes, developing cross-cutting skills, and preparing people to take responsibility for societal requirements and sustainability. Entrepreneurship education is not set-in-stone. It has to adapt and innovate permanently in light of our expectations and needs for the future.

**Aims and Programme Objectives**

- Promote the exchange of good practices in entrepreneurship education
- Deepen understanding, and ability to apply pedagogical frameworks in the context of entrepreneurial learning
- Increase entrepreneurial self-efficacy amongst educators and learners
- Create, nurture and grow a peer to peer teaching and learning community
- Provide an opportunity for you to initiate your own entrepreneurial education ‘startup’ project
- Promote creativity and innovation in how entrepreneurship education is taught
Training Week - Key Elements

- Learning in Practice (LiP) sessions, with challenging activities, to try out what you have learned on real organisations
- Design and Development (D&D) to help you explore and develop new teaching formats, methods and assessment tools
- Collaboration with colleagues across Europe, and beyond Exposure to a range of teaching techniques and pedagogies
- A toolbox of tested ideas and activities to take back and use with your own students
- Keynotes from experts in the field of entrepreneurship education
- A creative and fun learning environment

Overview of Training Modules

Coneect workshops are delivered as a one-week experiential learning events at five European cities. Each training workshop is based on the same core curriculum which has been adapted to capitalise on the local entrepreneurial context. The training week covers the following thematic blocks:

Day 1: Prepare to Teach
Challenges and opportunities, reflective practice
Introducing the Coneect curriculum

Day 2: Entrepreneurial Mindset
Development, resilience, self-efficacy and growth

Day 3: Creativity and innovation
Identifying, and turning, ideas into opportunities

Day 4: Fostering High Impact Entrepreneurship
Strategies for making a difference

Day 5: Cultural context and Ready to Teach
How culture influences entrepreneurial behaviour?
Developing commitment for action (Ready to Teach)
Interactive Afternoons

Unique to the programme are our "Learning in Practice" (LiP) and "Design and Development"(D&D) activities.

Learning in Practise
The LiP sessions in Aberdeen provide an opportunity to address the entrepreneurship challenges faced by small to medium sized enterprises, family businesses, corporate companies and not for profit organisations working in the following sectors:
- Food and drink
- Energy
- Social enterprise

Reflection
Reflection is a core element of the Coneeect programme. Throughout the week you will be encouraged to reflect on:
- Your role in education (teacher, coach, facilitator, active learner?)
- The effectiveness of your current programmes
- How to deepen and strengthen the entrepreneurial impact of your programmes

Design and Development
The D&D sessions give the freedom to work with colleagues, to share design and develop novel approaches in terms of "how" to teach entrepreneurship. At the end of the week, you have the opportunity to develop these further as live ‘educational start-up’ projects.

The week includes refreshments, lunches and evening meals as well as a programme of fun and informative evening events designed to stimulate your creativity!
We look forward to meeting, and working, with you on one of our programmes.
The Training Modules

The Modules 1 Prepare to Teach and 6 Ready to Teach provide the conceptual framework of the Coneeect training week. You will engage in critical discussions around key issues related to the:

- Definitions of entrepreneurship
- Implications for entrepreneurship education - What, for Who, by Whom, and How
- Institutional embedding of entrepreneurship and entrepreneurship education in higher education - The Entrepreneurial University

These two modules will help you with:
- Defining their own teaching projects and courses
- Identifying areas for improvement in your own teaching projects and courses
- Utilising the Coneeect resources for your teaching projects and courses, either as single standing modules or as a series
- Understanding how the six training modules interlink and complement each other

1 Prepare to Teach

The first module opens the training week. It is built around a critical overview and debate of the:
- Definitions of entrepreneurship
- Approaches in entrepreneurship education
- Teaching methods and pedagogies frequently "used and underused" in entrepreneurship education
- Design and Development (D&D) and Learning in Practise (LiP) sessions as applied teaching concepts throughout the training
- Enabling and constraining framework conditions in higher education

2 Mindset

3 Creativity & Innovation

4 High Impact Entrepreneurship,

5 Culture

These modules can be understood as modules that constitute entire entrepreneurship courses. For example, a course on the Entrepreneurial Mindset. Or specific parts of an entrepreneurship course, to which the concept of entrepreneurial mindset can be applied. For instance to explain choices and decision-making processes of entrepreneurs.
In each of these modules, you will get familiar, and deepen your knowledge, know-how, and competences in terms of:

- Content, that is, what is currently taught in courses, for example, the "entrepreneurial mindset"
- What teaching methods and pedagogies are currently employed in courses, and which could be employed
- What are the learning outcomes, and what does their assessment imply in terms of what can be assessed and how

6 Ready to Teach

Module 6 Ready to Teach concludes the training week. It is organised as a critical synthesis of the modules 2 to 5 with a focus on:

- "Used and underused" course contents, teaching methods and learning outcome assessments
- Highlights from the D&D sessions in 2 Mindset, 3 Creativity & Innovation, 4 High Impact Entrepreneurship

Three Interconnected Levels of Learning, Exchange and Development

Learning, exchange and development are enhanced at three interconnected levels: Theory, Practical experience and Reflection.
On the **Theory** level, the aim is to provide a critical overview of established and emerging theoretical foundations in an entrepreneurship course. For example, entrepreneurial mindset, entrepreneurial success, etc.

In the following presentation of the modules, the theory level is indicated with a `T`.

**The Practical Experience** level includes a mix of presentation of teaching methods and pedagogies as well as experiential learning in challenging (teaching) environments, such as, the entrepreneurial classroom. In the morning sessions as well as during the Learning in Practise sessions in the afternoons, you are involved actively and passively in exercises. In the following a `P` indicates the practice level.

**Reflection** is a core element of the Coneeect training weeks. Reflection `R` is part of the presentation and debate of theory, and it complements the practical exercises. Reflection is enabled at the individual level as well as at a group level in small home groups. Reflection is facilitated by the teaching faculty home group mentors.
Module 2 Mindset
Tuesday, 22 July 2014

Topics

- Mindset: perceptions and starting points
- The Entrepreneurial Mindset: What is it? What can be taught? What are the dangers? Opportunity and resource recognition, trust building, leadership, risk taking, working dynamically with others, failure and learning from failure
- 9 Part Diamond
- Deeper Learning
- Educator and/or Entrepreneur paradigms, the challenges. Can you lead where you aren’t willing to go yourself? Institutional challenges and norms, moving from extracurricular to mainstream? Stretching institutional acceptance and impact?
- Who is your customer - understanding your learners? Chasms, opportunities and motivations. Recognising entrepreneurial behaviour
- Tools and techniques for developing learning activities that last (e.g., six thinking hats, see-do-get model, stretching comfort zones)

Teaching faculty
Lesley Hetherington
Ian Heywood

Module linked to
1 Prepare to Teach
3 Creativity & Innovation
4 High Impact E’ship
5 Culture
Module 3 Creativity & Innovation
Wednesday, 23 July 2014

Topics

• Antecedents and components of the innovation process and outputs. Definitions and the role of creativity in the innovation process. Tensions and trade-offs between "novelty" and "usefulness".

• Individual, organisational, societal levels of the innovation processes and creativity: constraining and enhancing links.

• Creativity techniques and learning outcome assessment, metrics and measuring approaches, multiple learning outcomes, e.g., increased ability to be creative and to facilitate and promote creativity in others

• Innovation as a nonlinear, holistic and reiterative transformation process: principles, phases, business model

• Creativity techniques; Human Centred Innovation, Design Thinking, Ideation, Prototyping, Testing; Generating Solutions

Teaching faculty
Klaus Sailer
Andrea-Rosalinde Hofer
Module 4 High Impact Entrepreneurship
Thursday, 24 July 2014

Topics

- Defining High-Impact Entrepreneurship. Trends and developments. The need to teach this topic at high education institutions.

- Business Models. Business model versus business plan (mechanical processes vs creative and integrated processes). The value of disruptive new business models, design and open innovation thinking.


- Failure. Failure as a component of entrepreneurship education. Developing a pedagogy to help students manage the emotions of learning from failure.


- The powerful pedagogic tool of good storytelling.

Teaching faculty
Dana Redford
Module 5 Culture
Friday, 25 July 2014

Topics
- Culture and its relevance for Entrepreneurship Education (theory & practice)  
  [T P R]  
  Module linked to  
  2 Mindset

- Cross cultural communication of innovations  
  [P R]  

- Example from Israel

Teaching faculty
Liora Katzenstein  
Amos Eiran  
Gideon Bikel
Conneeect Entrepreneurship Community

Through the online platform you are engaged with your peers prior, during and beyond the training. You gain access to the latest teaching and learning materials. Tools and ongoing mentoring facilities is online available to support you implement your learnings at your home institutions.

How to access the Conneeect Online (Moodle) platform and be part of the network?

1. You will receive your log in details by email after payment
2. Log in using your username and password at: www.elearn.conneeect.eu
3. Set up your individual profile and download the materials used during the training
4. We encourage you to make usage of the message option and participant forum to share ideas

Don’t hesitate to ask for help when using the online platform. For IT Support please contact Boyan Bontchev at bbontchev@fmi.uni-sofia.bg
Partners

Munich University of Applied Sciences
Germany

University of Aberdeen
United Kingdom

Platform for Entrepreneurship Education
Portugal

Projektträger Jülich
Germany

Sofia University "St. Kl. Ohridski"
Bulgaria

Israeli College for Entrepreneurship, Management and Innovation
Israel

Supporters

EU
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OECD
Organisation for Economic Co-operation and Development

OECD LEED Programme
Local Economic and Employment

CIP
Competitiveness and Innovation Framework Programme
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