

## Yabda Train the Trainers

### Projet ERASMUS+ Yabda (يبدأ)

“Strengthening of relations between higher education and the wider economic and social environment”

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WP 1	Preparation
Task 4	Capacity building: train the trainers workshops
Deliverable	Train the Trainers: DAY#1: “The basics of Entrepreneurship” M9 (September 2018)
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## 4. DAY #1: The Basics of Entrepreneurship

### Introduction

Entrepreneurship is defined as the “process of creating something new with value by bringing together unique resource combination to exploit... or create opportunity”. At the heart of any entrepreneurial venture is an entrepreneur and his team. These are the individuals with the vision, the perseverance, the tenacity, the optimism, the commitment, and the desire to initiate an entrepreneurial process and successfully create a new venture. An entrepreneurial process begins with the identification of an idea, and advances with finding a sustainable business model to business planning, resourcing and managing the venture. It involves the recognition of challenges and the ability to find solutions, which however, never last long.

The DAY #1 of the workshop is about the entrepreneurial process and the challenges faced by entrepreneurs. A variety of contemporary issues in entrepreneurship will be discussed by using global business case examples. Emphasis will be placed on the development and evaluation of business models.

### Learning Outcomes

Upon completion of the DAY #1 of the workshop, participants will:

- Have a better understanding of the notions of entrepreneurship
- Have a better understanding of the entrepreneurial process, and the many dilemmas and challenges faced by entrepreneurs
- Have a better appreciation of the challenges posed by the entrepreneurial eco-systems
- Have a better appreciation of how to identify a good idea and a sustainable business model
- Have a better understanding of the basics of business plans

### Teaching Methods

The DAY #1 workshop involves a mixture of lectures, case studies, audiovisual material

### Material used



- Power point presentations
- Recommended (not mandatory) list of textbooks, such as (a) Kuratko, Donald F. (2014), Entrepreneurship: Theory, Process, Practice (9th Edition), Cengage/Southwestern Publishers. Hardcover: 624 pages, ISBN-13: 978-1285051758, ISBN-10: 1285051750, b) Alexander Osterwalder, A. & Pigneur, Y., (2010), Business Model Generation, John Wiley & Sons. Paperback: 288 pages, ISBN-10: 0470876417, ISBN-13: 978-0470876411.
- Recommended list of scientific articles.

### Sessions (in slots of 2 hours)

Sessions 1:

Understanding the basics of entrepreneurship

Session 2:

Understanding the entrepreneurial process

Session 2:

Idea generation - Business model development

Session 4, Thursday Business planning