

Yabda Train the Trainers

Projet ERASMUS+ Yabda (يبدأ)

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

586418-EPP-1-2017-1-MA-EPPKA2-CBHE-JP

WP 1	Preparation
Task 4	Capacity building: train the trainers workshops
Deliverable	Train the Trainers: DAY#1: “The basics of Entrepreneurship” M9 (September 2018)
Status of the document	Draft
Document version	V1
Date	17/09/2018
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Yabda Train the Trainers Workshop

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Introduction

The current document concerns the content of the DAY#1 of the workshop “Train the Trainers”, which deals with “The basics of Entrepreneurship”.

The Train the Trainers workshop is realized in the frame of WP1, which also foresees a guide of best practices, a gap analysis, the specifications of the Yabda learning virtual environment, the entrepreneurship centre model and strategic planning. The project’s partners have agreed upon the dates of the realization of the workshop in UCA-Marrakesh, UB1-Batna and UTEM-Tunis from M10 to M12.

AUEB, being responsible to familiarize participants with entrepreneurial learning principles, ideas and techniques, will deliver during the first day of the workshop, four sessions (in slots of two hours) concerning “The basics of entrepreneurship”

1. Aim of the “Train the Trainers” Workshop

The aim of this workshop is to create and train the core teams for Yabda implementation in partner universities: the Yabda Enterprise teams. The training aims to introduce participants to the theory and practice of university-led entrepreneurial development.

2. Target audience

Participants include five key academic and administrative staff from each partner university that will follow an intensive one-week-long hands-on training in each partner country.

3. Objectives

Training objectives are: a) to familiarize participants with entrepreneurial learning principles, ideas and techniques, b) to explore the practical aspects of the setting up and day-to-day functioning of a university entrepreneurial centre c) to develop networking techniques for liaising with the intra-university and extra-university actors d) to find or raise grants and funding resources.

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