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University Network for Innovation, Technology and Engineering

Teaching and Learning UNITE!

Pedagogical Activity 4	How to face Entrepreneurship Education

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University:	Universitat Politècnica de Catalunya – BarcelonaTech
Dates and times:	April 29th 2021, 09:30-11:30 CET
Estimated workload:	4h (1 session of 2 hours, with a break; 2h individual work)
Maximum participants:	20
Format:	Online (Zoom & Moodle UPC Atenea)

Registration Details:

Registration link	https://www.upc.edu/ice/ca/noticies/pedagogical-modules
Registration opens	February 29th 2021
Registration closes	March 29th 2021

Pedagogical modules are part of a good practice teaching and learning initiative to enhance our understanding of learning cultures in the UNITE! network of universities.

Overview and aim

This module is designed to help teachers in introducing a new mindset for their students: how to stimulate the entrepreneurial spirit among them, while giving tools to develop such a skill and co-creating with them. This will be done independently of the discipline, providing some examples.

A practical approach is used, based in sharing a success story in (UPC), combining the view of the method with examples of the results.

The module debates briefly about if an entrepreneur is born or can be trained. The purpose of this activity is to help teachers in identifying the students with the highest potential to become entrepreneurs.

The method stated, for instance, by OpenIdeo is being introduced at this point in a practical way: how can this method be introduced as an assignment in a regular course, taking the example of the course on Renewable Energy Technology in Universitat Politècnica de Catalunya (UPC), easily extendable to any course. The method is based in defining an assignment in 3 stages for building the entrepreneurial idea: ideation, creation, pitch. The concepts that are considered are: i) creation of the student teams, ii) planning of the activities; iii) co-creating with the students; iv) assessing the activity.

The module will progress from this point to introducing how to work from the idea to business, using a simple Business Model Canvas to summarize the whole idea. This is going to be an exercise for understanding the different stakeholders that are involved in the business idea, while describing the business concept in a compact way in one sheet. This Section will be carried out by using a real example of Business Models developed by students, commenting on the strong and the weak points.

Target group and prerequisites

Faculty, lecturers and teachers from UNITE! universities.

This activity is intended for faculty and teachers in any discipline in STEM, Social Sciences, Arts, and even Humanities, interested in opening to their students the option to become entrepreneurs.

No prerequisites. The only limitation is to come with an open-minded attitude, making possible how to identify business opportunities related with the context of our course. This point is important, since if we keep restricting ourselves to the limits of the knowledge of our very specialized courses, we will not be able to find space to innovate.

Keywords

Entrepreneurship, education, innovation, student motivation
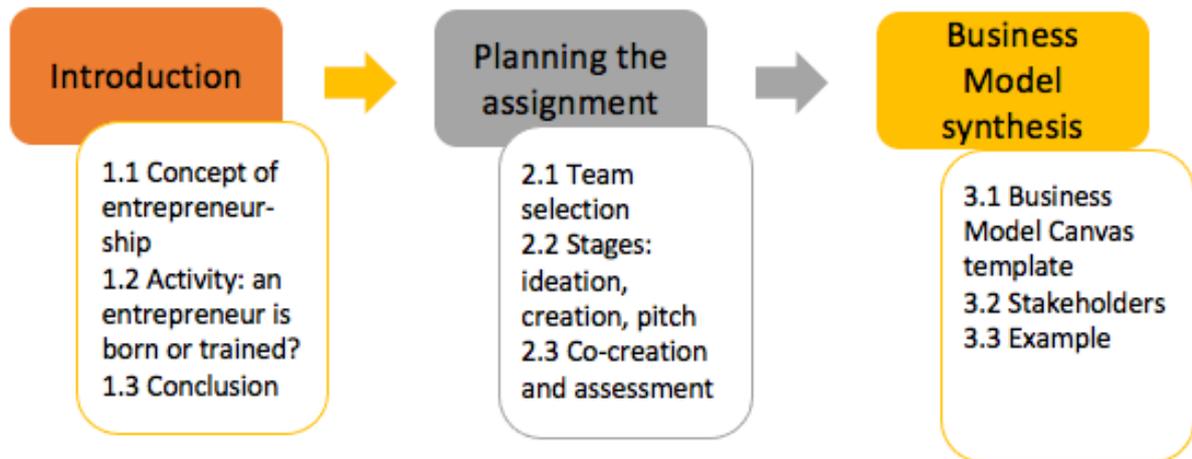
Learning Outcomes (LOs) and Assessment Methods

A successful participant will be able to:

Learning Outcomes	Assessment Methods
Open the entrepreneurial skill in regular courses	Slido[1] questions will be addressed during the workshop. Survey after the workshop. One-page report asked to the participants after the workshop.
Have the knowledge on main concepts for training on how to create an entrepreneurial idea	Slido questions will be addressed during the workshop. Survey after the workshop. One-page report asked to the participants after the workshop.
Be able to apply a method for co-working entrepreneurial ideas with the students	Slido questions will be addressed during the workshop. Survey after the workshop. One-page report asked to the participants after the workshop.

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[1] Slido is a tool (app and website) for organizing questions for a session in a digital way

Activity overview

Introduction	→	Planning the assignment	→	Business Model synthesis
1.1 Concept of entrepreneur-ship 1.2 Activity: an entrepreneur is born or trained? 1.3 Conclusion		2.1 Team selection 2.2 Stages: ideation, creation, pitch 2.3 Co-creation and assessment		3.1 Business Model Canvas template 3.2 Stakeholders 3.3 Example

Content

The content of the module is given in a sequential way.
In addition, a Slido window will be available before the workshop for addressing questions that can be "liked" by the participants and will be worked during the workshop.

1.	15	Section 1: Introduction 1.1 Concept of entrepreneurship 1.2 (Debate) Activity: an entrepreneur is born or trained? 1.3 (Breakout rooms + debate) Conclusion	

2.	60	Section 2: Planning the assignment
		2.1 Team selection
		2.2 Stages:
		    • Introduction to OpenIdeo innovation and co-working method
		    • Description of stages: ideation, creation, pitch
		    • A sample of the documents generated by the students in a real situation
		    • A sample of a pitch
		2.3 Co-creation and assessment	

3.	15	Break	

4.   Section 3: Business model synthesis

3.1 Business Model Canvas template

3.2 Stakeholders

3.3 Example of a Business Model developed by students and comments

5.   Closing

Learning resources

A presentation will be used along the workshop

Access to computers for internet research and collaborative work

Video: two samples of pitches developed by students will be shown during the workshop

Other materials: samples of report for ideation and creation elaborated by students. These materials will be available as...

...pre-readings