

Joint development, piloting and validation of entrepreneurial mindset and key skills curricula and training materials for third countries



Entrepreneurial Mindset and Key Skills for All

ENTRECOMP CURRICULUM: 1.4 VALUING IDEAS

TASK ID AND TITLE 2.2: JOINT DEVELOPMENT OF THE CURRICULA AND TRAINING MATERIALS FOR ENTRECOMP

PARTNER RESPONSIBLE FOR THIS ACTIVITY: MMC MEDITERRANEAN MANAGEMENT CENTER LTD

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ENTRECOMP Curriculum 1.4

Task 2.2



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PROJECT MAIN DETAILS

Programme:	Erasmus+
Key Action:	Lump Sum Grants
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TRAINING CURRICULUM FOR COMPETENCE: VALUING IDEAS

Aim of the workshop

The aim of the workshop is to provide participants with the knowledge, skills, and competencies required to excel in the multifaceted domain of idea valuation. By the end of the workshop, participants will have developed advanced capabilities in critical thinking, ethical awareness, and the use of tools and methods for effective idea valuation.

This workshop will empower participants to critically analyze, discern, and assign value to ideas across social, cultural, and economic contexts. They will gain the ability to make well-informed, ethically sound decisions while applying advanced tools and methods to assess the potential of ideas for innovation and growth.

Throughout the workshop, participants will be challenged with real-world scenarios, case studies, and hands-on exercises that encourage them to think critically, analyze complex situations, and make informed choices. They will also explore ethical considerations in idea valuation, making ethical decisions based on well-founded frameworks.

Ultimately, the aim is to prepare participants to excel in idea valuation, equipping them with the expertise to evaluate, integrate, and advance ideas in diverse and challenging contexts. This workshop aims to empower participants with the competencies and confidence to navigate the intricacies of idea valuation and decision-making successfully.

Learning outcomes

After the end of the workshop the participants will be in a position to:

In terms of knowledge:



Describe and discern the multifaceted value of ideas across social, cultural, and economic domains.

In terms of skills:

Develop creative and critical thinking to optimize idea value.

Apply critical analysis to assess the multifaceted value of ideas and demonstrate ethical awareness in valuation.

In terms of competences:

Cultivate an entrepreneurial mindset for innovative leveraging.

Training methodology

☒ Synchronous Online Learning

☒ Self-Directed Learning

Prerequisites

☒ Beginner level

☐ Specific skills required

☐ Previous workshops required

If the workshop required special skills or participation in previous workshops, please explain:

N/A

SYNCHRONOUS ONLINE LEARNING

Workshop duration

6 hours.



Training techniques

- ☒ Lecture (compulsory)
- ☐ Individual Exercise
- ☒ Group Exercise
- ☐ Role Play
- ☐ Experiential Workshop
- ☒ Group Discussion
- ☐ Brainstorming
- ☒ Case Study
- ☐ Questions and Answers (multiple choice and open questions)
- ☐ Other (Please indicate): _____

Equipment and materials necessary

Equipment:

- ✓ Laptop/PC
- ✓ Online whiteboard

Materials:

- ✓ PowerPoint presentation
- ✓ Handouts (worksheets, additional theories)
- ✓ Blank papers
- ✓ Pens/Pencils

Workshop programme breakdown

No.	Theme/Content	Workload in minutes
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(360 Minutes)		
1	Introduction to Idea Valuation	
	Structure	Technique/Title of methodological tool
	<ul style="list-style-type: none"> Definition and Significance Workshop Objectives and Structure 	Lecture and Group Discussion Lecture/PPT1.4_1 Group Discussion: Exploring Workshop Expectations/MT1.4_1
2	Understanding Idea Value	
	Structure	Technique/Title of methodological tool
	<ul style="list-style-type: none"> Different Aspects of Idea Value Comparing Ideas in Simple Terms Recognizing Why Ideas Matter Ethical Considerations and Dilemmas 	Lecture, Group Exercise and Case Study (and Group Discussions) Lecture/PPT1.4_1 Group Exercise: Matrix/MT1.4_2 Case Studies/MT1.4_3
3	Thinking About Ideas	
	Structure	Technique/Title of methodological tool
	<ul style="list-style-type: none"> How to Think Creatively Using Critical Thinking for Ideas What's an Entrepreneurial Mindset? 	Lecture and Group Exercises (and Brainstorming and Role Play) Lecture/PPT1.4_1 Group Exercise: Improving Workplace Collaboration/MT1.4_4 Group Exercise: Reverse Storytelling/MT1.4_5
4	Practical Idea Evaluation/Learning from Real Cases	
	Structure	Technique/Title of methodological tool

	<ul style="list-style-type: none"> Real-Life Examples: How It's Done Talking About Ideas Together Trying Out Your Own Evaluations 	Case Studies (and Practical Scenarios and Group Discussion) Lecture/PPT1.4.1 Case Studies/MT1.4_6	
6	Bringing It All Together		30 minutes
	Structure	Technique/Title of methodological tool	
	<ul style="list-style-type: none"> Summing Up What You Know Expert's Input Interactive Discussion Sharing Your Thoughts and Closing 	Lecture and Group Reflection and Discussion Lecture/PPT1.4_1 Group Reflection and Discussion/ PPT1.4_1	

List of methodological tools

No.	Training Technique	Title of Methodological tool
1	Lecture	PPT1.4_1
	Ice-Breaker: Virtual Scavenger Hunt	PPT1.4_1
2	Group Discussion: Encouraging participants to share their expectations, thoughts, and questions about the workshop.	MT1.4_1
3	Group Exercise: Participants will work in groups to evaluate and compare simplified ideas using a structured matrix.	MT1.4_2

4	Case Study: Participants will work in pairs to analyze a simple case study highlighting the impact of an idea.	MT1.4_3
5	Group Exercise: Improving Workplace Collaboration	MT1.4_4
6	Group Exercise: Reverse Storytelling	MT1.4_5
7	Case Study: Participants will engage in practical scenarios where they evaluate sample ideas using the techniques and criteria discussed.	MT1.4_6
9	Videos' Projection	PPT1.4_1
10	Brainstorming and Interactive Group Discussions	PPT1.4_1

SELF-DIRECTED LEARNING

Resources

Competence: Evaluating and Discerning the Value of Ideas Across Domains

No.	Title and Reference	Attachment (if applicable)
1.	"Value Proposition Design: How to Create Products and Services Customers Want" by Alexander Osterwalder and Yves Pigneur.	
2.	Website - TED Talks. Explore talks on innovation and idea valuation. Visit https://www.ted.com/	
3.	"Ethics for the Real World: Creating a Personal Code to Guide Decisions in Work and Life" by Ronald A. Howard and Clinton D. Korver.	
4.	"The Role of Creativity in Entrepreneurship" by Matthew H. Binney. (Harvard Business Review)	

5.	"The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" by Eric Ries.	
6.	Schumpeter, J. A. (1934). "The Theory of Economic Development: An Inquiry into Profits, Capital, Credit, Interest, and the Business Cycle." Harvard University Press.	
7.	Ries, E. (2011). "The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses." Crown Publishing Group.	
8.	Paul, R., & Elder, L. (2006). "Critical Thinking: The Nature of Critical and Creative Thought." Journal of Developmental Education, 30(2), 34-35.	
9.	Dweck, C. S. (2006). "Mindset: The New Psychology of Success." Random House.	
10.	Amabile, T. M. (1996). "Creativity in Context: Update to the Social Psychology of Creativity." Westview Press.	
11.	Harvard Business Review - "The Importance of the Entrepreneurial Mindset in the Corporate World." (https://hbr.org/2016/06/the-importance-of-the-entrepreneurial-mindset-in-the-corporate-world)	
12.	Stanford Social Innovation Review - "The Impact of the Social Mindset in Business." (https://ssir.org/articles/entry/the_impact_of_the_social_mindset_in_business)	
13.	Innovation Management - "The Role of Critical Thinking in Innovation." (https://www.innovationmanagement.se/2015/12/16/the-role-of-critical-thinking-in-innovation/)	
14.	MIT Sloan Management Review - "Creativity and the Role of the Leader." (https://sloanreview.mit.edu/article/creativity-and-the-role-of-the-leader/)	
15.	Forbes - "Why Idea Valuation Matters in Entrepreneurship." (https://www.forbes.com/sites/theyec/2019/09/09/why-idea-valuation-matters-in-entrepreneurship/?sh=5db105fe26f3)	
16.	Sarasvathy, S. D. (2001). "Causation and effectuation: Toward a theoretical shift from economic inevitability to entrepreneurial contingency." Academy of Management Review, 26(2), 243-263.	
17.	Knight, F. H. (1921). "Risk, Uncertainty, and Profit." Houghton Mifflin.	

18.	Baron, R. A. (2006). "Opportunity recognition as pattern recognition: How entrepreneurs 'connect the dots' to identify new business opportunities." <i>Academy of Management Perspectives</i> , 20(1), 104-119.	
19.	Dew, N., Read, S., Sarasvathy, S. D., & Wiltbank, R. (2009). "Outlines of a behavioral theory of the entrepreneurial firm." <i>Journal of Economic Behavior & Organization</i> , 66(1), 37-59.	
20.	Sternberg, R. J. (2003). "WISDOM, INTELLIGENCE, AND CREATIVITY SYNTHESIZED." Cambridge University Press.	
21.	Harvard Business School Case Study: "IdeaVal - Evaluating Innovative Ideas." (Case Study Reference Number: 9-811-087)	
22.	Stanford Graduate School of Business Case Study: "InnoVision - A Case of Idea Valuation." (Case Study Reference Number: OIT-46)	
23.	MIT Sloan School of Management Case Study: "Critical Thinking in Idea Valuation - A Real-world Application."	