

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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## PROJECT MAIN DETAILS

**Programme**: Erasmus+

**Key Action:** Lump Sum Grants

Project title: Joint development, piloting and validation of

entrepreneurial mindset and key skills curricula

and training materials for third countries

Project Acronym: EMSA

Project Agreement Number: 101092477

**Start Date**: 01/01/2023

**End Date:** 31/12/2025

# COORDINATED BY



# PROJECT PARTNERS











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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:

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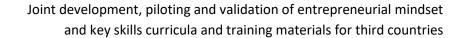
Describe and discern the multifaceted value of ideas across social, cultural, and economic domains.
In terms of skills:
Develop creative and critical thinking to optimize idea value.
Apply critical analysis to assess the multifaceted value of ideas and demonstrate ethical
awareness in valuation.
In terms of competences:
Cultivate an entrepreneurial mindset for innovative leveraging.
Training methodology
☑ Synchronous Online Learning
⊠ Self-Directed Learning
Prerequisites
□ Beginner level
$\square$ 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.

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#### Training techniques

□ Lecture (compulsory)
☐ Individual Exercise
☐ Group Exercise
☐ Role Play
☐ Experiential Workshop
☑ Group Discussion
☐ Brainstorming
□ Case Study
$\hfill\square$ 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		30 minutes
	Structure	Technique/Title of methodological tool	
	<ul> <li>Definition and Significance</li> </ul>	Lecture and Group Discussion	
	<ul> <li>Workshop Objectives and Structure</li> </ul>	Lecture/PPT1.4_1 Group Discussion: Exploring Workshop Expectations/MT1.4_1	
2	Understanding Idea Value		60 minutes
	Structure	Technique/Title of methodological tool	
	<ul> <li>Different Aspects of Idea Value</li> <li>Comparing Ideas in</li> </ul>	Lecture, Group Exercise and Case Study (and Group Discussions)	
	Simple Terms • Recognizing Why	Lecture/PPT1.4_1	
	Ideas Matter	Group Exercise: Matrix/MT1.4_2	
	<ul> <li>Ethical Considerations and Dilemmas</li> </ul>	Case Studies/MT1.4_3	
3	Thinking About Ideas		90 minutes
	Structure	Technique/Title of methodological tool	
	<ul><li>How to Think Creatively</li><li>Using Critical Thinking</li></ul>	Lecture and Group Exercises (and Brainstorming and Role Play)	
	for Ideas  • What's an Entrepre-	Lecture/PPT1.4_1	
	neurial Mindset?	Group Exercise: Improving Workplace Collaboration/MT1.4_4	
		Group Exercise: Reverse Storytelling/MT1.4_5	
4	Practical Idea Evaluation/Learning from Real Cases		180 minutes
	Structure	Technique/Title of methodological tool	

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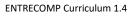


	<ul> <li>Real-Life Examples:         How It's Done</li> <li>Talking About Ideas         Together</li> <li>Trying Out Your Own         Evaluations</li> </ul>	Case Studies (and Practical Scenarios and Group Discussion) Lecture/PPT1.4.1 Case Studies/MT1.4_6	
6	6 Bringing It All Together		30 minutes
	Structure	Technique/Title of methodological tool	
	<ul> <li>Summing Up What You Know</li> <li>Expert's Input</li> <li>Interactive Discussion</li> <li>Sharing Your Thoughts and Closing</li> </ul>	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:	PPT1.4_1
	Virtual Scavenger Hunt	
2	Group Discussion:	MT1.4_1
	Encouraging participants to share their	
	expectations, thoughts, and questions about	
	the workshop.	
3	Group Exercise:	MT1.4_2
	Participants will work in groups to evaluate and	
	compare simplified ideas using a structured	
	matrix.	

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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)	

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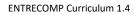
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5.	"The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to	
	Create Radically Successful Businesses" by Eric Ries.	
6.	Schumpeter, J. A. (1934). "The Theory of Economic Development: An Inquiry	
	into Profits, Capital, Credit, Interest, 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_busine	
	ss)	
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.	

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18.	Baron, R. A. (2006). "Opportunity recognition as pattern recognition: How		
	entrepreneurs 'connect the dots' to identify new business opportunities."		
	Academy of Management Perspectives, 20(1), 104-119.		
19.	Dew, N., Read, S., Sarasvathy, S. D., & Wiltbank, R. (2009). "Outlines of a		
	behavioral theory of the entrepreneurial firm." Journal of Economic Behavior		
	& Organization, 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.	B. MIT Sloan School of Management Case Study: "Critical Thinking in Idea		
	Valuation - A Real-world Application."		

