

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 1.5 ETHICAL AND SUSTAINABLE THINKING

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

PARTNER RESPONSIBLE FOR THIS ACTIVITY: MMC MEDITERRANEAN MANAGEMENT CENTER

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ENTRECOMP Curriculum 1.5

Task 2.2



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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
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Jordan Youth Innovation Forum
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TRAINING CURRICULUM FOR COMPETENCE: SELF-AWARENESS AND SELF-EFFICACY

Aim of the workshop

The aim of this training is to equip the learners with foundational knowledge and practical skills in ethical and sustainable business practices. By delving into the CFA Institute's ethical standards, exploring the three pillars of sustainability, and examining the UN's 17 Sustainable Development Goals, the training strives to foster a commitment to professionalism, responsibility, and accountability. This session will highlight the importance of Corporate Social Responsibility (CSR) and Global Reporting Initiative (GRI) standards, using real-world business examples to illustrate effective implementation. The learners will leave with a clear understanding of how to integrate ethical and sustainable principles into their professional actions, contributing to a more ethical and sustainable global business environment.

Learning outcomes

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

In terms of knowledge:

List various frameworks and monitoring tools that are critical for assessing long-term goals and actions in terms of ethics and sustainability.

Name the principles and standards set by the CFA Institute regarding professionalism, duty to employer, and duty to client.

Describe the role and impact of the United Nations' 17 Sustainable Development Goals (SDGs) in guiding global efforts towards sustainability.

In terms of skills:

Distinguish between ethical and unethical business practices by applying principles of ethical and sustainable thinking.

Use monitoring tools effectively to assess and improve the sustainability of long-term goals and actions.

In terms of competences:

Integrate ethical and sustainable principles in different aspects of business operations.

Training methodology

- Synchronous Online Learning
- Self-Directed Learning

Prerequisites

- Beginner level
- Specific skills required
- Previous workshops required

If the workshop requires specific skills or participation in previous workshops, please explain:

N/A

SYNCHRONOUS ONLINE LEARNING

Workshop duration

5.5 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-ended questions)
- Other (Please indicate): _____

Necessary equipment and materials

Equipment:

- ✓ Laptop/PC

Materials:

- ✓ PowerPoint presentation
- ✓ Activity worksheets
- ✓ Paper sheets
- ✓ Pens
- ✓ GRI_Sustainability Reporting Standards Index 2022
- ✓ WPP Sustainability Report

Workshop programme breakdown

No.	Theme/Content	Workload in minutes				
1	Introduction to Ethical and Sustainable Thinking	10 minutes				
2	Moral Compass	120 minutes				
	<table border="1"> <thead> <tr> <th>Structure</th> <th>Training Technique/Code of Methodological Tool</th> </tr> </thead> <tbody> <tr> <td> <ul style="list-style-type: none"> • Ethical Theories • Business Ethics <ul style="list-style-type: none"> - Code of Ethics vs Code of Conduct - Guidelines and Frameworks for Business ethics to Transparently and Objectively Assess Ethicality </td> <td> Lecture: Moral Compass/PPT1.5_1 Individual exercise: Ethical Dilemma in the Workplace/ MT1.5_2 </td> </tr> </tbody> </table>	Structure	Training Technique/Code of Methodological Tool	<ul style="list-style-type: none"> • Ethical Theories • Business Ethics <ul style="list-style-type: none"> - Code of Ethics vs Code of Conduct - Guidelines and Frameworks for Business ethics to Transparently and Objectively Assess Ethicality 	Lecture: Moral Compass/PPT1.5_1 Individual exercise: Ethical Dilemma in the Workplace/ MT1.5_2	
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	<ul style="list-style-type: none"> • CFA Institute’s Ethical Standards of Professional Organizational Conduct <ul style="list-style-type: none"> - Professionalism - Duty to Employer - Duty to Client • CFA Institute’s Structured Framework <ul style="list-style-type: none"> - Simplified version • Why are “Ethical Practices” important within an organization? • Reasons that Cause Unethical Decisions by Employees • Practical Actions of an Ethical Transformative Leader 		
3	Shaping a Sustainable and Ethical Future		180 minutes
	Structure	Training Technique/Code of Methodological Tool	
	<ul style="list-style-type: none"> • Ethical and Sustainable Thinking • Sustainability <ul style="list-style-type: none"> - Three Main Pillars + 1 • The 17 Sustainable Development Goals <ul style="list-style-type: none"> - Introduction to Sustainable Development Goals (SDGs) <ul style="list-style-type: none"> ○ No Poverty and Example from the Work World ○ Quality Education and Example from the Work World ○ Sustainable Living and Social Housing, and Example from the Work World ○ Decent Work and Economic Growth, and Example from the Work World • Corporate Social Responsibility (CSR) <ul style="list-style-type: none"> - CSR Practices across 3 Domains - How do we measure CSR 	<p>Lecture: Shaping a Sustainable and Ethical Future/ PPT1.5_1</p> <p>Group exercise: The Contradictive Cultural Practice/MT1.5_3</p> <p>Group exercise: The Sustainable Corporation Mask: Ethicality Check/MT1.5_4</p> <p>Group exercise: Sustainability Audit/ MT1.5_5</p>	

	<ul style="list-style-type: none"> • Global Reporting Initiative (GRI) <ul style="list-style-type: none"> - Set of GRI Standards - GRI Reporting Simplified with Example • Relevance of Ethicality and Sustainability with Entrepreneurship <ul style="list-style-type: none"> - Benefits of Ethical and Sustainable Business - Examples of Ethical and Sustainable Business 		
4	Revision		20 minutes
	Structure	Training Technique/Code of Methodological Tool	
	<ul style="list-style-type: none"> • Revision Questions 	Lecture: Revision/PPT1.5_1	

List of methodological tools

No.	Training Technique	Code of Methodological Tool
1	Lecture	PPT1.5_1
2	Individual exercise	MT1.5_2
3	Group exercise	MT1.5_3
4	Group exercise	MT1.5_4
5	Group exercise	MT1.5_5

SELF-DIRECTED LEARNING

Resources

No.	Resource Title	Attachment (if applicable)
1	What Is CSR? Corporate Social Responsibility Explained (investopedia.com)	

2	Corporate Social Responsibility (CSR) - Types and Business Benefits (corporatefinanceinstitute.com)	
3	THE 17 GOALS Sustainable Development (un.org)	
4	GRI - Home (globalreporting.org)	
5	gri-and-reporting-standards-index.pdf (wpp.com)	
6	sustainability-reporting-standards-index-2022.pdf (wpp.com)	
7	Ethical Business Practices: Strategies for Sustainable Success (atsbc.com)	
8	Ethical Theories: Explanation and Examples (philosophyterms.com)	
9	Industry Codes and Standards CFA Institute Research & Policy Center	
10	Ethical Decision Making (cfainstitute.org)	
11	The Crucial Role of Ethics in Entrepreneurship Meridian University	
12	What is Transformative Leadership? Meridian University	
13	14 Best Sustainable Business Examples to Follow (theimpactinvestor.com)	

