



Entrepreneurial Mindset and Key Skills for All

ENTRECOMP CURRICULUM: 2.3 MOBILISING RESOURCES - METHODOLOGICAL TOOLS

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

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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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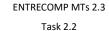


SUMMARY OF THE METHODOLOGICAL TOOLS

Competence Code and Title	2.3 Mobilizing Resources
EntreComp Area Code and Title	2 Resources
Learning Outcomes for the Competence	Identify material, non-material and digital resources. Implement a pre-viability analysis and utilize resources. Become proficient in acquiring, organizing, and leveraging the necessary resources.

Methodological tool Type	Number of Methodological tools
☑ Lecture (compulsory)	1
☐ Open-ended questions	
☑ Closed questions	2
☐ Group discussion	
☐ Brainstorming	
☑ Individual exercise	1
☐ Group exercise	

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☐ Experiential workshop	
☐ Role play	
☑ Video projection and analysis	1
☐ Other (Please indicate)	
Total Number of Methodological tools:	5









COMPULSORY METHODOLOGICAL TOOLS

1. POWERPOINT PRESENTATION

Methodological tool Code and Title	MT2.3 PowerPoint Presentation on Mobilizing Resources	
Competence Code and Title	2.3 Mobilising Resources	
Learning Outcomes covered by the Methodological tool	Identify material, non-material and digital resources. Implement a pre-viability analysis and utilize resources. Become proficient in acquiring, organizing, and leveraging the necessary resources.	
Methodological tool Aim	To deliver a lecture on the topics and subtopics of the module.	
Hints and tips for the trainer to use the Methodological tool	✓ Present to the participants the content of the PPT	
Attachment for the usage of the Methodological tool	TrainMatEntre_2.3_Fin al.pptx	



ADDITIONAL METHODOLOGICAL TOOLS

1. VIDEO PROJECTION AND ANALYSIS

Methodological tool Code and Title	MT2.3_1 Entrepreneurship is about Mobilizing Resources Video
Competence Code and Title	2.3 Mobilizing Resources
Learning Outcomes covered by the Methodological tool	Identify material, non-material and digital resources.
Methodological tool Aim	Explain briefly to the participants the definition of human and intellectual resources.
Hints and tips for the trainer to use the Methodological tool	N/A
Attachment/s to use the Methodological tool	Provided in the activity template below (if applicable).

Wetn	odol	ogical	l Tool	Title

Entrepreneurship is about Mobilizing Resources Video

Video Title (if different from the MT Title)

Resource Mobilization Strategy

Video Source (e.g., URL)

https://www.youtube.com/watch?v=6w_ITOcBjYA

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Video Creator (Person/Organisation/Authority)

UNDP Crowdfunding Academy

Estimated Duration (of the Activity) (broken down into steps, if necessary)

9 minutes.

General Guidelines (for the trainer)

Explain briefly to the participants the definition of human resources: Human resources encompass all employees, from entry-level workers to top-level executives, as well as contractors, consultants, and volunteers who may be engaged with the organization.

Explain briefly to the participants the definition of Intellectual resources: These resources include intellectual property, such as patents, trademarks, copyrights, and trade secrets, as well as proprietary knowledge, expertise, and innovation capabilities.

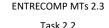
Instructions (for the participants)

For this session, the video explains what resource mobilisation is and how to build your strategy. Resource mobilisation is not only about the funding. It refers to the process of acquiring and managing various types of resources, including financial, human, material, and intellectual resources, to support the goals and activities of a concrete initiative. In this case we'll be talking about your crowdfunding project.

Resource mobilization refers to the process of gathering and allocating resources effectively to support an organization's goals, projects, or initiatives. This process involves identifying, securing, and utilizing various types of resources, including financial capital, human resources, physical assets, and intellectual property.

Debriefing Questions

- 1. Did you understand how the map resources was created and projected through this video?
- 2. Can you explain what is Human resources?
- 3. Can you explain what is Intellectual resources?







	TYPES OF VENTURES	RESOURCES
	MEDIA	Human Resources
	UNIVERSITIES	Intellectual Resources
Remari	ks by the Trainer	
√	Types of Resources	
Adaptation of the Methodological Tool for <u>Asynchronous Learning</u> (what to change) (in case of Group Exercise only) (if applicable)		
The vie	deo will be projected on the e-learning platform	on which the answers will be provided, too.
Attachment/s (if applicable)		
N/A		

2. CLOSE-ENDED QUESTIONS

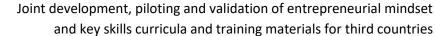
Methodological tool Code and Title	MT2.3_2 True or False Questions on the Digital, Material and Non-material Resources (Quiz)	
Competence Code and Title	2.3 Mobilizing Resources	
Learning Outcomes covered by the Methodological tool	Identify material, non-material and digital resources.	
Methodological tool Aim	Test the trainees understanding of key concepts on digital material and non-material resources.	
Hints and Tips for the trainer to use the Methodological tool	✓ True or False Questions to help trainees' comprehension of key concepts on digital material and non-material resources.	





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	✓ Implement this activity after the completion of the short quiz included in the slides of the specific section.
Number of Questions in the Methodological tool per Question Type (minimum 6)	6 Questions: True or False Questions
Attachment/s for the usage of the Methodological tool	Provided in the activity description below (if applicable).

TRUE/FALSE QUESTIONS

Methodological Tool Title				
Please indicate whether the statement(s) below is/are true or false.				
Statement:				
Physical infrastructu	re include	s intangible d	assets such as knowledge and skills.	
True				
False				
Correct Answer	False			
Level of Difficulty	⊠ Low	\square Medium	☐ High	
Statement:				
Equipment refers to	machiner	y, tools, and v	vehicles used in conducting business operations.	
True				
False				
Correct Answer	True			
Level of Difficulty	⊠ Low	☐ Medium	☐ High	
Statement:				
Financial capital & To	ools enco	mpass revenu	ie generated by the business.	
True				

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False			
Correct Answer	False		
Level of Difficulty	⊠ Low	\square Medium	☐ High
Statement:			
Non-material resour	ces, such d	as knowledge	and skills, are crucial for the success of
entrepreneurial vent	tures		
True			
False			
Correct Answer	True		
Level of Difficulty	⊠ Low	\square Medium	☐ High
Statement:			
Skills include leaders	hip, comn	nunication, a	nd adaptability.
True			
False			
Correct Answer	True		
Level of Difficulty	☐ Low	\square Medium	⊠ High
_			
Statement:			
_	ve minima	l impact on h	ow businesses operate in today's digital age.
True			
False	1		
Correct Answer	False		
Level of Difficulty	☐ Low	☐ Medium	⊠ High
3. INDIVIDIJAJ FY	FRCISE		
3. INDIVIDUAL EX		.	
3. INDIVIDUAL EX		tle MT2.3_	3 Lean Management

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Competence Code and Title	2.3 Mobilising Resources				
Learning Outcomes covered by the Methodological tool	Implement a pre-viability analysis and utilize resources. Become proficient in acquiring, organizing, and leveraging the necessary resources.				
Methodological tool Aim	The aim of this exercise is to provide the participants with a practical understanding of how to apply the Kanban system in a real-world entrepreneurial context by presenting a scenario of launching a mobile app and structuring tasks into "To Do," "Doing,"				
Hints and tips for the trainer to use the Methodological tool	✓ Give a brief explanation of the KanBan System.				
Attachment/s to use the Methodological tool	Provided in the activity description below (if applicable).				

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Methodological Tool Title

Lean Management

Individual Exercise Title (if different from the MT title)

KanBan Methodology

Individual Exercise Source (if adapted from existing exercise)

N/A

Description of the Individual Exercise







You have decided to pursue your passion for fashion by launching an online clothing boutique. Your goal is to create a curated collection of trendy and affordable apparel for young adults. To ensure a successful launch, you need to manage various tasks and activities effectively.

Instructions:

Imagine you are the founder of the online clothing boutique. Your task is to use the Kanban system to manage the workflow of launching your business. You will start with a list of tasks categorized into "To Do"," "Doing", and "Done". Your objective is to move tasks through these stages, prioritizing and completing them as efficiently as possible.

What will the possible tasks for both columns be?

To do	Doing

Estimated Duration (broken down into steps, if necessary)

25 minutes.

General Guidelines (for the trainer)

Briefly explain to the participants: The Kanban methodology is a workflow management approach focused on visualizing work, limiting work in progress (WIP), and fostering continuous improvement. Work is represented on a Kanban board, divided into columns like "To Do," "Doing," and "Done," with tasks moved across these columns as they progress. By setting WIP limits, teams ensure a manageable workload and smooth workflow, identifying bottlenecks and promoting collaboration. Regular reflection and adaptation drive continuous improvement, allowing teams to evolve and optimize their processes over time. Kanban's simplicity and flexibility make it a widely adopted method for enhancing efficiency and productivity in various industries.

Possible Answers:

Do:

• Research target market and customer preferences.

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- Source suppliers for clothing inventory.
- Design the boutique's logo and branding materials.
- Develop a website for the online store.
- Create social media profiles and marketing materials.

Doing:

- Research target market and customer preferences.
- Take time to understand your target audience's fashion preferences, lifestyle, and purchasing behavior.
- Source suppliers for clothing inventory.
- Reach out to potential suppliers, negotiate terms, and finalize agreements for sourcing trendy apparel.
- Design the boutique's logo and branding materials.
- Work with a graphic designer to create a visually appealing logo and branding materials that reflect your boutique's style and identity.
- Develop a website for the online store.
- Collaborate with a web developer to design and build a user-friendly website that showcases your clothing collection and enables smooth online transactions.
- Create social media profiles and marketing materials.
- Set up profiles on popular social media platforms, such as Instagram and Facebook, and create engaging content to attract and engage potential customers.

Instructions (for the participants)

Be aware of: The Kanban methodology is a workflow management approach focused on visualizing work, limiting work in progress (WIP), and fostering continuous improvement. Work is represented on a Kanban board, divided into columns like "To Do," "Doing," and "Done," with tasks moved across these columns as they progress. By setting WIP limits, teams ensure a manageable workload and smooth workflow, identifying bottlenecks and promoting collaboration. Regular reflection and adaptation drive continuous improvement, allowing teams to evolve and optimize their processes over time. Kanban's simplicity and flexibility make it a widely adopted method for enhancing efficiency and productivity in various industries.

Allocation of tasks (if applicable)		
N/A		

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Necessar	v Equipment	and Materials	(if applicable)
, vcccssar	y Equipilicit	aria iviateriais	(II applicable)

- Laptop
- Internet

Online Classroom Setting (if applicable)

N/A

Expected Results

• Understanding the KanBan methodology

Remarks by the Trainer

✓ Give a short analysis on the KanBan Methodology.

Adaptation of the Methodological Tool for <u>Asynchronous Learning</u> (what to change) (in case of Group Exercise only) (if applicable)

The exercise will be embedded and implemented on the e-learning platform.

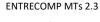
Attachment/s (if applicable)

N/A

4. CLOSE-ENDED QUESTIONS

Methodological tool Code and Title	Acquiring Resources		
Competence Code and Title	2.3 Mobilizing Resources		





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Learning Outcomes covered by the Methodological tool	Become proficient in acquiring, organizing, and leveraging the necessary resources.					
Methodological tool Aim	Test the trainees understanding of key concepts on acquisition and resource management.					
Hints and Tips for the trainer to use the Methodological tool	✓ True or False Questions to help trainees' comprehension of key concepts acquisition and resource management.					
Number of Questions in the Methodological tool per Question Type (minimum 6)	6 Questions: True or False Questions					
Attachment/s for the usage of the Methodological tool	Provided in the activity description below (if applicable).					

TRUE/FALSE QUESTIONS

Methodological To	ool Title			
Please indicate wheth	ner the sta	atement(s) be	elow is/are true <u>or</u> false.	
Statement: Acquisition refers to the process of obtaining or gaining control over assets, resources, or other entities to enhance a company's capabilities.				
True				
False				
Correct Answer	True			
Level of Difficulty	⊠ Low	\square Medium	☐ High	

Statement:

Organizational skills refer to the specific requirements, resources, or capabilities that an organization must have or develop to achieve its strategic objectives.

True

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Faise				
Correct Answer	False			
Level of Difficulty	⊠ Low	\square Medium	☐ High	
Statement:				
Sourcing involves sys	stematica	lly identifying	and evaluating potential suppliers, vendors, or	
sources from which r	esources	can be obtain	ned.	
True				
False				
Correct Answer	True			
Level of Difficulty	⊠ Low	\square Medium	☐ High	
	•			
Statement:				
	involves o	htainina nece	essary assets and materials, but not managing	
them effectively for o		_	assury assets and materials, but not managing	
True	opennar a	tiii2dtioii		
False				
Correct Answer	False			
Level of Difficulty	⊠ Low	☐ Medium	☐ High	
Level of Difficulty	Z LOW			
Statement:				
	discussio	ns between t	he buyer and seller to reach mutually beneficial	
terms for acquiring resources.				
True				
False				
Correct Answer	True			
Level of Difficulty	☐ Low	☐ Medium	⊠ High	
,	1		-	
Statement:				
	l analysis	are not essen	tial for informing resource acquisition decisions.	

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True				
False				
Correct Answer	False			
Level of Difficulty	☐ Low	☐ Medium		



