

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: 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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ENTRECOMP MTs 2.3

Task 2.2



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PROJECT MAIN DETAILS

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Jordan Youth Innovation Forum
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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	<p>Identify material, non-material and digital resources.</p> <p>Implement a pre-viability analysis and utilize resources.</p> <p>Become proficient in acquiring, organizing, and leveraging the necessary resources.</p>


Methodological tool Type	Number of Methodological tools
<input checked="" type="checkbox"/> Lecture (compulsory)	1
<input type="checkbox"/> Open-ended questions	
<input checked="" type="checkbox"/> Closed questions	2
<input type="checkbox"/> Group discussion	
<input type="checkbox"/> Brainstorming	
<input checked="" type="checkbox"/> Individual exercise	1
<input type="checkbox"/> Group exercise	

<input type="checkbox"/> Experiential workshop	
<input type="checkbox"/> Role play	
<input checked="" type="checkbox"/> Video projection and analysis	1
<input type="checkbox"/> 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	<p>Identify material, non-material and digital resources.</p> <p>Implement a pre-viability analysis and utilize resources.</p> <p>Become proficient in acquiring, organizing, and leveraging the necessary resources.</p>
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_Final.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).

<i>Methodological Tool Title</i>
<i>Entrepreneurship is about Mobilizing Resources Video</i>
<i>Video Title (if different from the MT Title)</i>
<i>Resource Mobilization Strategy</i>
<i>Video Source (e.g., URL)</i>
https://www.youtube.com/watch?v=6w_ITOcBjYA

<i>Video Creator (Person/Organisation/Authority)</i>
<i>UNDP Crowdfunding Academy</i>
<i>Estimated Duration (of the Activity) (broken down into steps, if necessary)</i>
<i>9 minutes.</i>
<i>General Guidelines (for the trainer)</i>
<p><i>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.</i></p> <p><i>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.</i></p>
<i>Instructions (for the participants)</i>
<p><i>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.</i></p> <p><i>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.</i></p>
<i>Debriefing Questions</i>
<ol style="list-style-type: none"> <i>1. Did you understand how the map resources was created and projected through this video?</i> <i>2. Can you explain what is Human resources?</i> <i>3. Can you explain what is Intellectual resources?</i>

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

	✓ 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 <u>or</u> false.	
Statement: <i>Physical infrastructure includes intangible assets such as knowledge and skills.</i>	
True	
False	
Correct Answer	False
Level of Difficulty	<input checked="" type="checkbox"/> Low <input type="checkbox"/> Medium <input type="checkbox"/> High

Statement: <i>Equipment refers to machinery, tools, and vehicles used in conducting business operations.</i>	
True	
False	
Correct Answer	True
Level of Difficulty	<input checked="" type="checkbox"/> Low <input type="checkbox"/> Medium <input type="checkbox"/> High

Statement: <i>Financial capital & Tools encompass revenue generated by the business.</i>	
True	



False	
Correct Answer	False
Level of Difficulty	<input checked="" type="checkbox"/> Low <input type="checkbox"/> Medium <input type="checkbox"/> High

Statement: <i>Non-material resources, such as knowledge and skills, are crucial for the success of entrepreneurial ventures</i>	
True	
False	
Correct Answer	True
Level of Difficulty	<input checked="" type="checkbox"/> Low <input type="checkbox"/> Medium <input type="checkbox"/> High

Statement: <i>Skills include leadership, communication, and adaptability.</i>	
True	
False	
Correct Answer	True
Level of Difficulty	<input type="checkbox"/> Low <input type="checkbox"/> Medium <input checked="" type="checkbox"/> High

Statement: <i>Digital resources have minimal impact on how businesses operate in today's digital age.</i>	
True	
False	
Correct Answer	False
Level of Difficulty	<input type="checkbox"/> Low <input type="checkbox"/> Medium <input checked="" type="checkbox"/> High

3. INDIVIDUAL EXERCISE

Methodological tool Code and Title	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).

<i>Methodological Tool Title</i>
<i>Lean Management</i>
<i>Individual Exercise Title (if different from the MT title)</i>
<i>KanBan Methodology</i>
<i>Individual Exercise Source (if adapted from existing exercise)</i>
N/A
<i>Description of the Individual Exercise</i>

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.*

- *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



Necessary Equipment and Materials (if applicable)	
<ul style="list-style-type: none"> Laptop Internet 	
Online Classroom Setting (if applicable)	
N/A	
Expected Results	
<ul style="list-style-type: none"> 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

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 Tool Title	
Please indicate whether the statement(s) below is/are true <u>or</u> false.	
Statement: <i>Acquisition refers to the process of obtaining or gaining control over assets, resources, or other entities to enhance a company's capabilities.</i>	
True	
False	
Correct Answer	True
Level of Difficulty	<input checked="" type="checkbox"/> Low <input type="checkbox"/> Medium <input type="checkbox"/> High

Statement: <i>Organizational skills refer to the specific requirements, resources, or capabilities that an organization must have or develop to achieve its strategic objectives.</i>	
True	

False	
Correct Answer	False
Level of Difficulty	<input checked="" type="checkbox"/> Low <input type="checkbox"/> Medium <input type="checkbox"/> High

Statement: <i>Sourcing involves systematically identifying and evaluating potential suppliers, vendors, or sources from which resources can be obtained.</i>	
True	
False	
Correct Answer	True
Level of Difficulty	<input checked="" type="checkbox"/> Low <input type="checkbox"/> Medium <input type="checkbox"/> High

Statement: <i>Acquiring resources involves obtaining necessary assets and materials, but not managing them effectively for optimal utilization</i>	
True	
False	
Correct Answer	False
Level of Difficulty	<input checked="" type="checkbox"/> Low <input type="checkbox"/> Medium <input type="checkbox"/> High

Statement: <i>Negotiation involves discussions between the buyer and seller to reach mutually beneficial terms for acquiring resources.</i>	
True	
False	
Correct Answer	True
Level of Difficulty	<input type="checkbox"/> Low <input type="checkbox"/> Medium <input checked="" type="checkbox"/> High

Statement: <i>Market research and analysis are not essential for informing resource acquisition decisions.</i>	
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True	
False	
Correct Answer	False
Level of Difficulty	<input type="checkbox"/> Low <input type="checkbox"/> Medium <input checked="" type="checkbox"/> High

