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: 1.1 SPOTTING OPPORTUNITIES

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

PARTNER RESPONSIBLE FOR THIS ACTIVITY: MMC MANAGEMENT CENTER

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PROJECT MAIN DETAILS

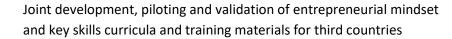|	
Programme:	Erasmus+
Key Action:	Lump Sum Grants
Project title:	Joint development, piloting and validation of entrepreneurial mindset and key skills curricula and training materials for third countries
Project Acronym:	EMSA
Project Agreement Number:	101092477
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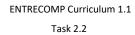

PROJECT PARTNERS

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TRAINING CURRICULUM FOR COMPETENCE: SPOTTING OPPORTUNITIES

Aim of the workshop

This interactive and engaging workshop aims to empower participants with the knowledge, skills, and competencies required to identify and capitalize opportunities within the dynamic business environment. Through comprehensive learning experiences, participants will understand deeply the factors that shape the business landscape, develop proficiency in conducting effective business environmental scanning, and cultivate the competencies necessary to take strategic action, assess feasibility, and make calculated risks based on insightful analysis and learned experiences.

Participants will have the chance to gain knowledge, skills and significant competence.

As for the knowledge: they will have a solid understanding of the internal and external factors that influence the business environment, enabling them to assess opportunities effectively.

As for the skills: they will master their analysis skills by analysing case studies and real-world scenarios, sharpening their skills to recognize the factors that impact the business environment and applying critical thinking to spot opportunities.

In the end, they will gain Spotting Opportunities Competence by:

- Taking decisive action and taking calculated risks based on informed analysis and learned experience.
- Developing the ability to assess feasibility, balancing potential risks and rewards associated with identified opportunities.
- Leveraging networks, knowledge, and resources to maximize the benefit of the identified opportunities.

Learning outcomes

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

In terms of knowledge:

Explain the various factors that influence the business environment by defining the internal and external factors.

In terms of skills:

Conduct a business environmental scanning actively to identify the possible opportunities and seek to leverage them.
Measure and identify new and different opportunities by combining Networking, Knowledge and Resources (using market research, SWOT analysis, and PESTLE/MOST analysis).

In terms of competences:
Take actions, hunt opportunities, take calculated risks and assess feasibility depending on the analysis of the current situation and the learned experience.

Training methodology

☒ Synchronous Online Learning

☒ Self-Directed Learning

Prerequisites

☒ Beginner level

☒ Specific skills required

☐ Previous workshops required

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

N/A

SYNCHRONOUS ONLINE LEARNING

Workshop duration

5 hours.

Training techniques

☒ Lecture (compulsory)

Co-funded by
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☒ 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
- ✓ White board
- ✓ Charts

Materials:
- ✓ Power Point presentation
- ✓ Handouts (for examples and case studies)
- ✓ Pen/Pencils
- ✓ Notebook

Workshop programme breakdown

No.	Theme/Content	Workload in minutes
1	**Introduction to Spotting Opportunities and its Importance in the Business Environment**	**40 minutes**
	Structure	**Technique/Title of methodological tool**	

		Structure	Technique/Title of methodological tool	
		• **Definition of Spotting Opportunities** • **Showing Examples of Spotting Opportunities** • **Spotting Opportunities' Impact on the Personal and Professional Growth**	Lecture/PPT1.1_1 Brainstorming: What Are the Personal and Professional Gains of Spotting Opportunities/MT.1.1_1	
2	**Understanding the Business Environment**			70 minutes
		Structure	**Technique/Title of methodological tool**	
		• **Defining the Business Environment** - How will understanding the business environment help spotting opportunities? - What are the factors that affect the business environment? - Extracting the factors from current case studies - Control or engage?	Lecture/PPT1.1_1 Group discussion: Identify the Internal Factors and the External factors that Affect Business Environment/MT1.1_2 Case study: How to Analyze the Business Environment (Extracting factors that affected the business environment in a case study)/MT1.1_3	
3	**Techniques and Approaches for Environmental Scanning**			70 minutes
		Structure	**Technique/Title of methodological tool**	
		• **Identifying Different Approaches for Environmental Scanning** - Market Research - SWOT - PESTLE and MOST analysis	Lecture/PPT1.1_1 Case study: Market Research Stages: AIRBNB Study to Extract Approaches Used to Fill the Gap in the Market (Analysis of the example through one or two approaches)/MT1.1_4	

		Technique/Title of methodological tool	
	• **Applying the Approaches**		
4	**Leveraging Networks, Knowledge, and Resources**		
	Structure	**Technique/Title of methodological tool**	
	• **What are Business Resources?** - 5 Intangible and 5 Tangible resources that can leverage your opportunities • **How to use Networking and Information to Hunt Opportunities?** • **Case Study Analysis**	Lecture/PPT1.1_1	**60 minutes**
5	**Taking Action and Revision**		
	Structure	**Technique/Title of methodological tool**	
	• **Start Taking Actions** - Prioritize the opportunities (Priority Matrix) - Consider risks (Risk Assessment Matrix) - Seize the opportunity • **Reflection on the Spotting Opportunities' Competence** • **Recap** • **Questions and Closure**	Lecture/PPT1.1_1 Individual Exercise: Prioritize the Opportunities: Choose your Suitable Market Opportunities (How to use Priority Matrix to Spot Opportunity)/MT1.1_5	**60 minutes**

List of methodological tools

No.	Training Technique	Code of Methodological tool
1	Lecture	PPT1.1_1

2	Brainstorming	MT1.1_1
3	Group Discussion	MT1.1_2
4	Case Study	MT1.1_3
5	Case study	MT1.1_4
6	Individual Exercise	MT1.1_5

SELF-DIRECTED LEARNING

Resources

No.	Title and Reference	Attachment (if applicable)
1	How To Identify Business & Market Opportunities, Harvard Business School	
2	How To Get Better At Spotting Opportunities, Harvard business review	
3	Opportunity competence contributes to successfully leveraging ideas for entrepreneurship and innovativeness in enterprises, Wageningen University	
4	7 ways to spot new business opportunities with your client, the Results Consultancy	
5	The 9-Step Business Model Canvas Explained	Business Model Canvas: A 9-Step Guide to Analzye Any Business (thepowermba.com)
6	How to calculate your business risk using a Risk Assessment Matrix	How to calculate your business risk using a Risk Assessment Matrix	Wolters Kluwer

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