

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 – METHODOLOGICAL TOOLS

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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ENTRECOMP MTs 1.1

Task 2.2



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Jordan Youth Innovation Forum
الملتقى الأردني للإبداع الشبابي



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SUMMARY OF THE METHODOLOGICAL TOOLS


Competence Code and Title	1.1 Spotting Opportunities
EntreComp Area Code and Title	1.1 Ideas and Opportunities
Learning Outcomes for the Competence	<p>Explain the various factors that influence the business environment by defining the internal and external factors.</p> <p>Conduct a business environmental scanning actively to identify the possible opportunities and seek to leverage them.</p> <p>Measure and identify new and different opportunities by combining Networking, Knowledge and Resources (using market research, SWOT analysis, and PESTLE/MOST analysis).</p> <p>Take actions, hunt opportunities, take calculated risks and assess feasibility depending on the analysis of the current situation and the learned experience.</p>

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

<input checked="" type="checkbox"/> Group discussion	1
<input checked="" type="checkbox"/> Brainstorming	1
<input checked="" type="checkbox"/> Individual exercise	1
<input type="checkbox"/> Group exercise	
<input type="checkbox"/> Experiential workshop	
<input type="checkbox"/> Role play	
<input type="checkbox"/> Video projection and analysis	
<input checked="" type="checkbox"/> Other (Case study)	2
Total Number of Methodological tools:	6

COMPULSORY METHODOLOGICAL TOOLS

1. POWERPOINT PRESENTATION

Methodological tool Code and Title	PPT 1.1_1 PowerPoint Presentation on Spotting Opportunities
Competence Code and Title	1.1 Spotting Opportunities
Learning Outcomes covered by the Methodological tool	<p>Explain the various factors that influence the business environment by defining the internal and external factors.</p> <p>Conduct a business environmental scanning actively to identify the possible opportunities and seek to leverage them.</p> <p>Measure and identify new and different opportunities by combining Networking, Knowledge and Resources (using market research, SWOT analysis, and PESTLE/MOST analysis).</p> <p>Take actions, hunt opportunities, take calculated risks and assess feasibility depending on the analysis of the current situation and the learned experience.</p>
Methodological tool Aim	Lecture
Hints and tips for the trainer to use the Methodological tool	✓ The presentation is comprehensive and it includes some tips and further information for the trainer to use.
Attachment for the usage of the Methodological tool	 TrainMatEntre_1.1_Final.pptx

ADDITIONAL METHODOLOGICAL TOOLS

1. BRAINSTORMING

Methodological tool Code and Title	MT1.1_1 What are the Personal and Professional Benefits of Spotting Opportunities
Competence Code and Title	1.1 Spotting Opportunities
Learning Outcomes covered by the Methodological tool	Explain the various factors that influence the business environment by defining the internal and external factors.
Methodological tool Aim	This exercise will open the door for the learners to think about why this competence can be important and to apply it to all the aspects of their life.
Hints and Tips for the trainer to use the Methodological tool	<ul style="list-style-type: none"> ✓ The learners will listen to the trainer while he/she explains about Netflix example. Afterwards, they will discuss the benefits of spotting opportunities from the example. ✓ The trainer will use a post-it platform to make such a board on the screen. The learners will need to just drag the notes from the side and add what they think about an answer to the question. ✓ At the end, all the questions will be on the board. They can be saved as a picture, which can be added to the competence resources for the asynchronous learning.
Attachment/s for the usage of the Methodological tool	Provided in the activity description below (if applicable).

Methodological Tool Title

Brainstorming Title (if different from the MT title)

<i>What Are the Personal and Professional Gains of Spotting Opportunities</i>
<i>Brainstorming Topic</i>
<p><i>Check the example of Netflix that is shown in slide no.17 and start the discussion.</i></p> <p><i>What are the gains/benefits of being able to spot opportunities in the pervious example?</i></p> <p><i>List what are the professional and personal gains of Spotting Opportunities.</i></p>
<i>General Guidelines (for the trainer)</i>
<ul style="list-style-type: none"> <i>First, explain Netflix example to the learners.</i> <i>Then, ask them what are the gains/benefits of being able to spot opportunities in the pervious example?</i> <i>Afterwards, take the conversation to the point of “Is the skill is only about businesss?” to open their insights about how this will reflect on their personal lives.</i> <i>The link to post-it should be open on the shared screen.</i> <i>The ideal answers should include: Growth and Advancement, Innovation, Increased Efficiency, Networking, Financial Rewards, Personal Fulfilment, Resilience, Competitive Advantage, Learning and Development, Impact.</i> <i>Most of those points will be covered during the sessions, so the trainer should make sure that it will be covered on the board.</i>
<i>Instructions (for the participants)</i>
N/A
<i>Estimated Duration (broken down into steps, if necessary)</i>
<i>The whole activity should take around 15 minutes.</i>

<i>Online Classroom Setting (if applicable)</i>
N/A
<i>Expected Answers</i>
<ul style="list-style-type: none"> • <i>Growth and Advancement, Innovation, Increased Efficiency, Networking, Financial Rewards, Personal Fulfilment, Resilience, Competitive Advantage, Learning and Development, Impact.</i>
<i>Debriefing Questions</i>
<i>The trainer should gather all the points and make sure to add anything is missing by asking for feedback from the learners.</i>
<i>Remarks by the Trainer</i>
N/A
<i>Adaptation of the Methodological Tool for <u>Asynchronous Learning</u> (what to change) (if applicable)</i>
<i>If the learner is doing this online without the trainer, then they should share their thoughts in comment section and then compare it with the provided answer.</i>
<i>Attachment/s (if applicable)</i>
<ol style="list-style-type: none"> 1. https://postit.colibris-outilslibres.org/ 2. How to Get Better at Spotting Opportunities Psychology Today

2. GROUP DISCUSSION

Methodological tool Code and Title	MT1.1_2 Identify the Internal Factors and the External factors that Affect Business Environment
Competence Code and Title	1.1 Spotting Opportunities
Learning Outcomes covered by the Methodological tool	Explain the various factors that influence the business environment by defining the internal and external factors.
Methodological tool Aim	After speaking about how understanding the business environment is significant to understand the business environment, learners should start thinking about what are the internal and external factors that form the business environment.
Hints and Tips for the trainer to use the Methodological tool	<ul style="list-style-type: none"> ✓ Divide learners into two groups; one group to identify the internal factors and the other to identify the external factors. ✓ Use breakout rooms.
Attachment/s for the usage of the Methodological tool	Provided in the activity description below (if applicable).

<i>Methodological Tool Title</i>
<i>Identify the Internal Factors and the External factors that Affect Business Environment</i>
<i>Group Discussion Title (if different from the MT title)</i>
<i>Identify the Internal Factors and the External factors that Affect Business Environment</i>
<i>Group Discussion Topic</i>

<i>Identification of internal and external factors that can affect the business environment.</i>
<i>Estimated Duration (broken down into steps, if necessary)</i>
<i>20 minutes for the whole activity.</i>
<i>General Guidelines (for the trainer)</i>
<p><i>The trainer must navigate between the rooms, listen to some answers and give feedback, if needed.</i></p> <p><i>After finishing the activity, the he/she needs to show the learners the presentation slide that has the answers.</i></p>
<i>Instructions (for the participants)</i>
<i>Learners can conduct research about the topic if they don't know the answers or can't elaborate on them.</i>
<i>Online Classroom Setting (if applicable)</i>
<i>Breakout rooms.</i>
<i>Expected Answers</i>
<i>Learners don't need to list all the points right; it is just enough if they can gather related points to the internal and external categories.</i>
<i>Debriefing questions</i>
<i>N/A</i>
<i>Remarks by the Trainer</i>

N/A
Adaptation of the Methodological Tool for <u>Asynchronous Learning</u> (what to change) (in case of Group Exercise only) (if applicable)
<i>Google Jamboard/Coggle link should be shared with the learners in the asynchronous learning environment, in a mind map setting. The factors can be written without an order and the learners can put the factors in the right sections.</i>
Attachment/s (if applicable)
https://www.mageplaza.com/blog/what-are-internal-external-environmental-factors-that-affect-business.html 7 Factors Determining the Internal Environment of a Business (economicsdiscussion.net) 9 External Environment Factors That Affect Business Indeed.com

3. CASE STUDY

Methodological tool Code and Title	MT1.1_3 How to Analyze the Business Environment
Competence Code and Title	1.1 Spotting Opportunities
Learning Outcomes covered by the Methodological tool	Conduct a business environmental scanning actively to identify the possible opportunities and seek to leverage them.
Methodological tool Aim	By the factors explained, learners should be able to analyze some examples for business environment.
Hints and tips for the trainer to use the Methodological tool	✓ Divide the learners into 2 groups in breakout rooms and send them Google Jamboard link to write their answers.

Attachment/s to use the Methodological tool	Provided in the activity description below (if applicable).
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Methodological Tool Title
How to Analyze the Business Environment
Case Study Title (if different from the MT title)
How to Analyze the Business Environment
Case Study Source
N/A
Case Study Content
<ul style="list-style-type: none"> First Case Study: <p><i>"TechTrend" was founded by Jeff Bezos in 1994, starting as an online bookstore in his garage. Driven by a vision to revolutionize the retail industry, Bezos expanded the business into a global e-commerce giant, offering a wide range of products and services.</i></p> <p><i>At the core of "TechTrend" was a relentless pursuit of customer obsession. Bezos instilled a culture of customer-centricity, prioritizing convenience, selection, and competitive pricing. This focus on customer experience propelled "TechTrend" to become a leader in the e-commerce space.</i></p> <p><i>Internal innovation was a driving force behind "TechTrend's" success. The company invested heavily in technology, developing proprietary algorithms and infrastructure to optimize operations, enhance product recommendations, and personalize the shopping experience for millions of customers worldwide.</i></p>

Amidst intense competition in the retail sector, "TechTrend" differentiated itself through continuous innovation and diversification. Beyond its e-commerce platform, the company expanded into cloud computing with Amazon Web Services (AWS) and digital streaming with Amazon Prime Video, leveraging its technological expertise to disrupt new markets.

Navigating the regulatory landscape presented challenges for "TechTrend," particularly regarding antitrust scrutiny and data privacy concerns. Despite these challenges, the company remained committed to compliance and engaged in constructive dialogue with regulators to address regulatory issues while advocating for innovation and consumer benefits.

Economic factors such as consumer spending trends and market volatility influenced "TechTrend's" growth trajectory. During economic downturns, the company focused on value offerings and cost efficiencies to maintain competitiveness, while periods of economic expansion allowed for investments in growth initiatives and expansion into new markets.

As "TechTrend" continued to evolve and expand its ecosystem of products and services, Bezos emphasized the importance of long-term thinking and experimentation. By embracing change, leveraging internal strengths, and engaging with external factors, "TechTrend" remained at the forefront of innovation and disruption in the ever-evolving retail landscape.

- **Second Case Study:**

"Patagonia" was founded by Yvon Chouinard in 1973 with a mission to build the best products while causing no unnecessary harm and using business to inspire and implement solutions to the environmental crisis. Grounded in a commitment to sustainability and environmental stewardship, "Patagonia" revolutionized the outdoor apparel industry with its focus on quality, durability, and ethical manufacturing practices.

At the heart of "Patagonia's" ethos was a deep-rooted commitment to environmental responsibility. Chouinard's vision guided the company's mission to minimize its ecological footprint, reduce waste, and advocate for environmental conservation. This dedication to sustainability resonated with consumers, establishing "Patagonia" as a leader in the sustainable fashion movement.

Internal innovation drove "Patagonia's" success in sustainable product design and manufacturing. The company invested in research and development to source eco-friendly materials, implement renewable energy solutions, and pioneer innovative production techniques that minimized environmental impact throughout the supply chain.

Amidst a competitive landscape in the fashion industry, "Patagonia" differentiated itself through its transparent supply chain practices and advocacy for social and environmental responsibility. By prioritizing fair labor practices, supporting local communities, and advocating for environmental causes, "Patagonia" cultivated a loyal customer base aligned with its values.

Navigating the regulatory landscape posed challenges for "Patagonia," particularly concerning environmental regulations and labor standards in global supply chains. Despite these challenges, the company remained committed to compliance and engaged in collaborative efforts with industry stakeholders and policymakers to drive positive change.

Economic factors such as consumer demand for sustainable products and market trends towards ethical consumption influenced "Patagonia's" growth strategy. As consumer awareness of environmental issues grew, "Patagonia" capitalized on market opportunities by expanding its product offerings and investing in marketing campaigns that emphasized its commitment to sustainability.

As "Patagonia" continued to advocate for environmental and social responsibility, Chouinard emphasized the importance of transparency, accountability, and continuous improvement. By embracing its core values, leveraging internal strengths, and engaging with external factors, "Patagonia" remained a trailblazer in the sustainable fashion industry, inspiring positive change and setting new standards for ethical business practices.

Estimated Duration (broken down into steps, if necessary)

20 minutes for the analysis

10 minutes for the group presentation

General Guidelines (for the trainer)

- *Each group will be in a breakout room. The trainer should give them the case study, each group has one.*
- *Based on the factors that were explained before the activity, the learners should analyse the case study by extracting all the factors that were shown in the case study.*
- *The trainer should navigate between the rooms to provide guidance to the learners if they needed.*
- *Afterwards, they will present their findings. Each group will assign one of the team to present what they have found so far.*

<ul style="list-style-type: none"> For the presentation time, it should be 10 mins for both presentations. Each presentation should not pass 3 mins.
Instructions (for the participants)
<ul style="list-style-type: none"> They need to read the case carefully. List down their findings to make sure of what they will say inside the presentation. Agree who will be the leader of the presentation.
Task 1: Open-ended Question Please answer the question below.
Question: Can you tell what the factors that affected the case are?
<ul style="list-style-type: none"> Expected answer: The learners should answer according to the explanation made by the trainer just before the case study.
Debriefing Questions
N/A
Remarks by the Trainer
N/A
Adaptation of the Methodological Tool for Asynchronous Learning (what to change) (if applicable)
N/A
Attachment/s (if applicable)



MTAttachment_1.1_3_
Final.pdf

4. CASE STUDY

Methodological tool Code and Title	MT1.1_4 Market Research Stages: AIRBNB Study to Extract Approaches Used to Fill the Gap in the Market
Competence Code and Title	1.1 Spotting Opportunities
Learning Outcomes covered by the Methodological tool	Measure and identify new and different opportunities by combining Networking, Knowledge and Resources (using market research, SWOT analysis, and PESTLE/MOST analysis).
Methodological tool Aim	<p>Providing the learners with a real-life example on the topic and giving them the opportunity to study the conditions and stages of how they filled out the gap in the market, which led to their growth.</p> <p>Market research and SWOT analysis as analytical tools are important to be grasped. Therefore, analyzing the case study by detecting the stages of the research will help the learners fully understand the methods.</p>
Hints and tips for the trainer to use the Methodological tool	<ul style="list-style-type: none"> ✓ It will be good to have the discussion in the main room and give each one some time to discuss their findings. ✓ Use Google Jamboard to put their answers on the screen.



Attachment/s to use the Methodological tool	Provided in the activity description (if applicable).
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Methodological Tool Title
Market Research Stages: AIRBNB Study to Extract Approaches Used to Fill the Gap in the Market
Case Study Title (if different from the MT title)
AIRBNB Journey
Case Study Source (e.g., URL)
N/A
Case Study Content
<p><i>In the bustling city of San Francisco, three friends named Brian, Joe, and Nathan embarked on a journey that would change the way the world travels. They were passionate about design, technology, and hospitality, and they shared a vision of creating a platform that would connect people from around the globe through unique and authentic experiences.</i></p> <p><i>The journey began with market research. Brian, Joe, and Nathan immersed themselves in the world of travel and accommodation, exploring trends, studying consumer behavior, and seeking out insights that would guide their path forward. They observed a growing desire among travelers for more personalized and immersive experiences – a longing to live like locals and explore destinations beyond the beaten path.</i></p>

But as they delved deeper into their research, they realized that the traditional hospitality industry was not meeting these evolving needs. Hotels were impersonal, expensive, and often lacked the charm and character that travelers sought. They saw an opportunity to disrupt the status quo and create something truly revolutionary.

So, armed with determination and a desire to make a difference, Brian, Joe, and Nathan set out to build their vision. They analyzed the strengths and weaknesses of existing players in the hospitality industry, learning from their successes and identifying gaps in the market. They saw an opportunity to leverage technology to connect travelers with local hosts who could offer unique and authentic accommodations.

As they worked tirelessly to bring their vision to life, they conducted a SWOT analysis to assess their own strengths and weaknesses, as well as external opportunities and threats in the market. They identified their strengths in technology innovation, user experience design, and community-building. They saw opportunities in the rise of the sharing economy and the increasing desire for authentic travel experiences.


But perhaps the most valuable insights came from their customers – the travelers and hosts who would ultimately bring their platform to life. Brian, Joe, and Nathan listened intently to their feedback, learning about their desires for connection, authenticity, and flexibility. They used this feedback to refine their platform, ensuring it met the needs of both travelers and hosts alike.

And then, the day arrived. Airbnb was born – a platform that would forever change the way people travel and experience the world. Travelers could now explore destinations like locals, staying in unique accommodations and forging meaningful connections with hosts and communities. Hosts could share their spaces and stories, earning extra income and enriching the lives of travelers from around the globe.

As word spread, Airbnb experienced rapid growth, expanding to cities and countries around the world. Travelers embraced the platform, seeking out unique and authentic experiences that went beyond the traditional tourist trail. Hosts welcomed guests into their homes, sharing their culture, cuisine, and hospitality with travelers from every corner of the globe.

Today, Airbnb is more than just a platform – it's a global community of travelers and hosts who share a passion for exploration, connection, and adventure. Brian, Joe, and Nathan's vision has become a reality, transforming the way people travel and experience destinations worldwide.

<i>And as the Airbnb journey continues, the spirit of innovation and creativity that inspired its founders' lives on, driving them to push boundaries, challenge conventions, and create a world where everyone can belong, anywhere.</i>
<i>Estimated Duration (broken down into steps, if necessary)</i>
<i>30 minutes</i>
<i>General Guidelines (for the trainer)</i>
<ul style="list-style-type: none"> • <i>Have this discussion in the main room.</i> • <i>Give learners enough time to talk about what they have found.</i> • <i>Align their answers with the market research stages that were shared in the previous slides.</i>
<i>Expected answers</i>
<p><i>Here are the stages of market research and filling out the gap:</i></p> <p>Market Research to Identify Opportunities: <i>Before launching Airbnb, the founders conducted extensive market research to identify opportunities in the travel and accommodation industry. They observed a shift in consumer preferences towards authentic, local experiences and a desire for more affordable and flexible lodging options.</i></p> <p>Competitor Analysis: <i>Airbnb analyzed the strengths and weaknesses of existing players in the hospitality industry, such as hotels and bed-and-breakfasts. They identified gaps in the market, including the lack of personalized and unique accommodations, and the dominance of traditional booking platforms.</i></p> <p>SWOT Analysis: <i>Airbnb conducted a SWOT analysis to assess their internal strengths and weaknesses, as well as external opportunities and threats in the market. They identified their strengths in technology</i></p>


<p><i>innovation, user experience design, and community-building. They saw opportunities in the sharing economy, the rise of mobile technology, and the increasing desire for authentic travel experiences.</i></p> <p>Customer Feedback:</p> <p><i>Airbnb listened to feedback from early users and hosts to improve their platform and service offerings. They learned about the importance of trust and safety, the need for clear communication and transparency, and the desire for flexibility and customization in bookings.</i></p> <p>Trend Analysis:</p> <p><i>Airbnb monitored emerging trends in the travel and technology industries, such as the rise of social media, the growth of mobile apps, and the increasing popularity of peer-to-peer sharing platforms. They recognized the potential of these trends to disrupt the traditional hospitality model and saw an opportunity to leverage them to their advantage.</i></p>	
Debriefing Questions	
N/A	
Remarks by the Trainer	
N/A	
Adaptation of the Methodological Tool for Asynchronous Learning (what to change) (if applicable)	
The activity will be implemented on the e-learning platform (study of the case and provision of answer).	
Attachment/s (if applicable)	
 MTAttachment_1.1_4_Final.pdf	

5. INDIVIDUAL EXERCISE

Methodological tool Code and Title	MT1.1_5 Prioritize the Opportunities: Prioritize the Opportunities: Choose your Suitable Market Opportunities
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Competence Code and Title	1.1 Spotting Opportunities
Learning Outcomes covered by the Methodological tool	Take actions, hunt opportunities, take calculated risks and assess feasibility depending on the analysis of the current situation and the learned experience.
Methodological tool Aim	<p>To think about the questions provided in the presentation and try to choose the suitable opportunities.</p> <p>Applying the 5-factor approach to be able to prioritize the opportunities, learners will be able to rank what they want to choose to do and this will help them mitigate risks.</p>
Hints and Tips for the trainer to use the Methodological tool	<ul style="list-style-type: none"> ✓ The opportunities include different fields. ✓ You should pay attention to the details of their answers in order to help the learners.
Attachment/s for the usage of the Methodological tool	Provided in the activity description below (if applicable).

Methodological Tool Title
<i>Prioritize the Opportunities: Choose your Suitable Market Opportunities</i>
<i>Individual Exercise Title (if different from the MT title)</i>
<i>Prioritize the Opportunities: Choose your Suitable Market Opportunities</i>
<i>General Guidelines (for the trainer)</i>

<ul style="list-style-type: none"> • Give some time to the learners to choose what opportunities they want to grasp. • If they feel they have opportunities in their minds from their experience, then they can use them as well. • The idea of the activity is to apply the questions of the 5 factors approach. • There is no right or wrong fixed answers, they should analyze from their point of view. • So, Trainer should pay attention in order to help the learners think critically.
Instructions (for the participants)
<ul style="list-style-type: none"> • If the learners feel they have opportunities in their minds from their experience, then they can use them as well.
Estimated Duration (broken down into steps, if necessary)
40 minutes
Online Classroom Setting (if applicable)
N/A
Expected Results
N/A
Debriefing Questions
N/A
Remarks by the Trainer
N/A
Adaptation of the Methodological Tool for <u>Asynchronous Learning</u> (what to change) (in case of Group Exercise only) (if applicable)
N/A
Attachment/s (if applicable)
 MTAttachment_1.1_5_ Final.pdf