

# LEARNING ACTIVITY

## 'Further readings and discussion'

### Ent-teach Unit 1 Understanding Entrepreneurship



## 1. Description of the learning activity

The teacher offers further readings to the students. The teacher then opens a discussion by putting forward questions and propositions:

Further readings:

- Read recent issues of Fast Company magazine (<http://fastcompany.com>) to identify what is happening in corporate Europe and America.
- Read The Art of the Start: The Best Resources for Start-Ups, by Guy Kawasaki on the following web link [http://www.forbes.com/work/2004/08/12/cx\\_gk\\_0812artofthestart.html](http://www.forbes.com/work/2004/08/12/cx_gk_0812artofthestart.html)

Questions and propositions:

- How would you characterise the attitudes, behaviours and mindsets of the most effective entrepreneurs and managers you have worked for?
- How would you characterise the attitudes, behaviours and mindsets of the least effective entrepreneurs and managers you have worked for?
- What makes the most effective leaders and managers effective? What makes the least effective entrepreneurs and managers so bad?

### Problem

The Unit describes the primary traits and characteristics of successful entrepreneurs and illustrates this with a couple internationally well-known examples. Now it is time to let the student relate the topic to his/her own surroundings.

### Timeline

After the students completed the Unit and questions on Understanding Entrepreneurship they can access additional readings provided by the teacher (links to websites and online articles). Also without having accessed these sources students can participate to the discussion. This learning activity will take about 30 to 45 minutes to complete (excluding the additional readings).

### Target audience

VET students who have completed the Understanding Entrepreneurship Unit. The background (field of study) of the student is not a large factor.

## Goal

Students learn how to apply their knowledge on Entrepreneurship by relating the topic to his/her own surroundings and real-life situation.

## Learning outcomes

Students will gain perspective on the matter. They will understand how Entrepreneurship is close by and part of everyday life and that an own company is reachable.

## Evaluation

Based on the outcomes of the group discussions on the topic and the propositions, the teacher can assess if the Unit content has been understood and applied by the students in a good way. To sum up and close the learning activity the teacher can demonstrate how the outcomes relate to the Unit theory.

## Technology

For the introduction by the teacher a simple PowerPoint slide or drawing on the white board in the class room is sufficient as support.

The teacher leads the discussion verbally.

## Methods

- Verbal introduction by teacher, supported by white board or PowerPoint slides with questions and propositions;
- Discussion among students, teacher leads and ensures interactivity and participation by all;
- Summary by the teacher.

## Team

This learning activity can be led by a single teacher and the whole class can participate as a group.

## Resources

PowerPoint slides with questions and propositions to keep focus on the topic