Entrepreneurial education & mindset

Prof. Dr. Andreas Wilms | Final Conference iEER | 10th of October 2019
Entrepreneurial Competence - Description

- Entrepreneurship: “transversal competence, which can be applied by citizens to all spheres of life from nurturing personal development, to actively participating in society, to (re)entering the job market as an employee or as a self-employed person, and to starting ventures (cultural, social or commercial)” (Bacigalupo et al. 2016, p. 6)

entrepreneurial learning

- Teaching methodologies – theoretical and practical methods
- consultancy, mentoring
- learning with and from existing businesses

entrepreneurial culture and mindset activation

- programs, activities and interaction for activating entrepreneurial mindsets and
- stimulating young people towards the theme and the opportunity of entrepreneurship
Entrepreneurial Competence - „Must Haves“

- **Educational institutions** (particularly HEIs) are a key for entrepreneurial learning and mindset activation in establishing a strategy for entrepreneurial competence.
- **Active involvement** of important actors in your region.
- **Practical orientation** of methods ensure learning by doing and exchange.
- **Support** entrepreneurial ideas and **foster creativity**.
- Topics like **idea generation, business planning, creativity and communication** should be included in the learning outcomes.
- **Foster entrepreneurial culture** in different ways and spread the idea of an entrepreneurial region / community / university / person.
Entrepreneurial Competence - iEER Growth Grid

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<th>Entrepreneurial Stages</th>
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<th>Startup Phase</th>
<th>Impact / Monitor</th>
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<td>Mindset Activation</td>
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<td>Activating</td>
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**Entrepreneurial Education**

- Mindset Activation: Activating (−5), Inspiring (−4), Nurturing (−3)
- Entrepreneurial Education: These development phases are described in TF2 (Figure 2) of this handbook. Full descriptions can be found on Startup Commons website www.startupcommons.org

**Impact / Monitor**

- Assessing (4)
- Monitoring (5)

**Existing Startup Phase**

- Entrepreneurial Education: Nurturing (−3)
- Startup Phase: Validating (1), Scaling (2), Growth (3)
- Impact / Monitor: Assessing (4), Monitoring (5)

**iEER Proposed Phase**

- Entrepreneurial Education: Activating (−5), Inspiring (−4)
- Startup Phase: Ideating (−2), Concepting (−1), Committing (0)
- Impact / Monitor: Assessing (4)

**iEER Proposed Phase**

- Entrepreneurial Education: Nurturing (−3)
- Startup Phase: Validating (1), Scaling (2), Growth (3)
- Impact / Monitor: Monitoring (5)
Entrepreneurial Competence - Recommendations

Entrepreneurship education
- should be embedded in the school system as early as possible
- should be prioritized and supported in the SME policy

iEER Growth Grid
- provides a holistic framework for developing SMEs policies
- extended the existing framework of the startup life circle (phase -2 to 3) and added the entrepreneurial education (-5 to -3) and impact / monitor (4 and 5)

EER network
- Was able to convince all stakeholder (policy makers, industry, academia, entrepreneurs) to collaborate
- Knowledge and experiences of the EER network has to be extended and shared with other EU regions
Thank you very much!

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