

Welcome to the seminar!  
*Practical Tools for Entrepreneurship Education*  
by Eemeli Alanne



# AURORA

## ENTREPRENEURIALIS

**WE WILL START AT 14:30 (EET) / 13:30 (CET)**

# For a smooth online seminar



Raise your hand when you wish to speak – this makes it easier for us to moderate



Mute your microphone when not speaking



You can use the **chat** for chatting, asking questions, or informing if you are temporarily away

**In the breakout room we encourage you to open your microphone and camera – free discussion**

# **Practical Tools for Entrepreneurship Education**

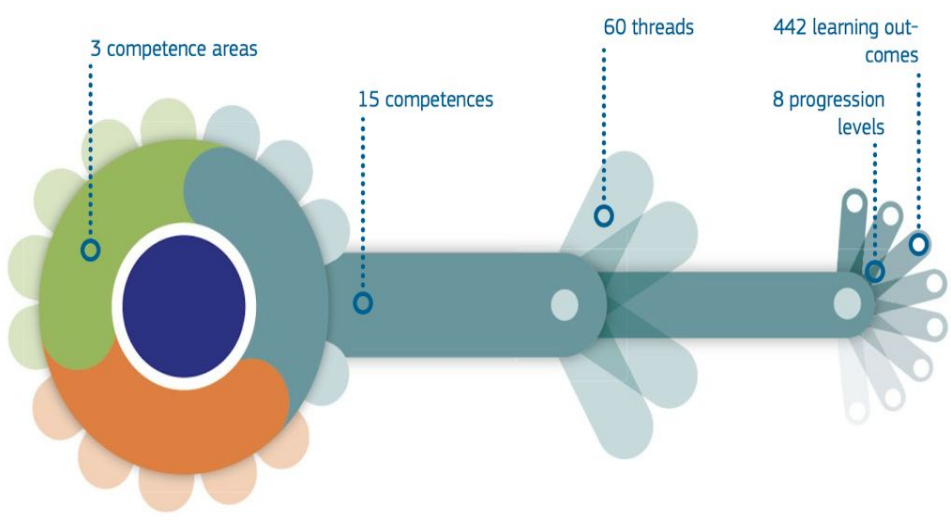
**Eemeli Alanne**

# Let's get to work!

*Each group will collaborate to create an engaging entrepreneurial learning experience for students.*

1. **Introductions:** Begin by introducing yourselves to your group members and sharing your favorite skill from the EntreComp framework.
2. **Select EntreComp Skills:** Review the EntreComp framework skills (next slide). As a group, select 3-5 skills that you would like to focus on.
3. **Develop a Session or Project:** Using the selected skills, design an entrepreneurship education session or project.
  - a. This could be a single lesson, a short-term project, or a longer-term initiative. Consider how these skills can be taught in a meaningful and practical way.
  - b. Decide whether your session or project will be 'easy,' 'medium,' or 'hard' in terms of complexity and required resources, similar to the examples given in the lecture slides.
4. **Fill in the Canvas:** Each group will fill out a canvas to capture essential information about the session or project.

*Remember, this is a brainstorming and co-creation exercise, so there's no need to be too critical at this stage. Focus on generating ideas and collaborating as a group.*



## LEARNING OBJECTIVES

Develop persuasive communication skills in English.

Enhance creativity through ideation and storytelling.

Practice public speaking and teamwork.

## TARGET SKILLS

Creativity  
Spotting Opportunities  
Working with others

## KEY ACTIVITIES

**Ideation Session:** Students brainstorm potential business ideas in small groups.

**Storytelling and Pitch Writing:** Groups draft a short, persuasive pitch to communicate their idea effectively, using rhetorical techniques learned in class.

**Pitch Presentation:** Each group delivers their pitch to the class, practicing both verbal and non-verbal communication skills.

**Peer Feedback:** Students provide constructive feedback to each other to encourage collaborative learning.

## TARGET GROUP

2nd-year upper secondary students in an English language class.

## ASSESSMENT

Group presentations of business pitches, evaluated based on clarity, persuasiveness, and creativity.

Peer review using a feedback rubric focused on communication effectiveness and originality.

## RESOURCES NEEDED

Laptops/tablets for research and creating pitch presentations.

Access to online resources (e.g., examples of effective business pitches).

Whiteboard for brainstorming ideas.

# The Pitch Project: Crafting Persuasive Business Pitches

EXAMPLE

## KEY ACTIVITIES

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## ASSESSMENT

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Peer review using a feedback rubric focused on communication effectiveness and originality.

## POSITIVE OUTCOMES

Improved confidence in speaking English publicly.

Enhanced creativity and collaborative working skills.

Better understanding of persuasive language techniques.

## CHALLENGES

Some students may struggle with public speaking or feel shy.

Balancing creative freedom with staying focused on the project.

## TARGET SKILLS

Creativity  
Spotting Opportunities  
Working with others

## RESOURCES NEEDED

Laptops/tablets for research and creating pitch presentations.  
Access to online resources (e.g., examples of effective business pitches).  
Whiteboard for brainstorming ideas.



# NAME: Group work A "ROUNDABOUT"

TEMPLATE

## KEY ACTIVITIES

Describe the main activities that students will engage in.

**Create decoration for a roundabout.**

## LEARNING OBJECTIVES

What do you want students to learn or achieve through this session/project?

**Work in design process.  
Use machines : plasma,  
wood working, CAD  
Design.  
Pitching**

## TARGET GROUP

What kind of students will benefit from this session or project?

**2nd year students in design.  
And even other students will benefit from it.**

## ASSESSMENT

How will you assess whether students have developed the selected skills?

**Talking to them  
And survey.**

## POSITIVE OUTCOMES

What positive outcomes do you hope to achieve?

**Train uncertainty tolerance  
creativity**

## CHALLENGES

What challenges do you anticipate in implementing this session/project?

**Time.**

## TARGET SKILLS

List the 3-5 entrepreneurial skills from the EntreComp framework that you chose.

**corporation , communication, initiative, planning, creativity ...**

## RESOURCES NEEDED

List any materials, tools, or external support required for the session/project.

**Use machines : plasma, wood working, CAD  
Networking.**



**LEARNING OBJECTIVES**

What do you want students to learn or achieve through this session/project?

- **Encourage to speak foreign language**
- **Social skills, courage to meet other people**
- **Vision**

**TARGET SKILLS**

List the 3-5 entrepreneurial skills from the EntreComp framework that you chose.

- **creativity**
- **Workings with others**
- **Talking foreign language**
- **Taking the initiative**

**KEY ACTIVITIES**

- **Language Cafe**
- **Method: present each others**
- **Tandem**

**TARGET GROUP**

What kind of students will benefit from this session or project?

**ASSESSMENT**

How will you assess whether students have developed the selected skills?

**RESOURCES NEEDED**

List any materials, tools, external support and time required for the session/project.

**LEARNING OBJECTIVES**

What do you want students to learn or achieve through this session/project?

**Get out of their comfort zone**  
**Learn to act in unknown environments**  
**Learning to collaborate with others/teamwork**  
**Communication**

**TARGET SKILLS**

List the 3-5 entrepreneurial skills from the EntreComp framework that you chose.

**Mobilising others**  
**Coping with ambiguity**  
**Working with others**  
**(Mobilising resources)**

**KEY ACTIVITIES**

Describe the main activities that students will engage in.

**Collaboration with a local company**

1. Icebreaker games, fun, communication skills
2. Having the company visit the students in school
3. Having the students interact with and work with the company in the “real world” outside the school

**Creating a “safe space” and giving the students the tools to work independently, practicing in the school, then going out.**

**TARGET GROUP**

What kind of students will benefit from this session or project?

**Second-year secondary level school students**

**(But it could be done with any students, from children to university students.)**

**ASSESSMENT**

How will you assess whether students have developed the selected skills?

Reflection, discussion and self-reflection.  
 Analysing their own experience of visiting with and working with the company.  
 Students will probably feel more self-confident and it is great that they can see that in themselves. Soft skills. Grading would be just pass or fail. If you have participated, that counts as a passing grade. This experience can also reflect on other subjects that can be tested.

**RESOURCES NEEDED**

List any materials, tools, external support and time required for the session/project.

Choosing the groups that should work together, find their own group, and then have a task to do together.

**Materials:**

Computers

Pen and paper

Background information for the students to read ahead of time.

A case study for the students to work on - a problem chosen by the company.

**Time!** Several lesson hours. Preparatory work, company visits, and then work after the visit.

(Maybe three weeks work)

Important to have time to reflect after the different parts of the work.

Transportation to the company visit

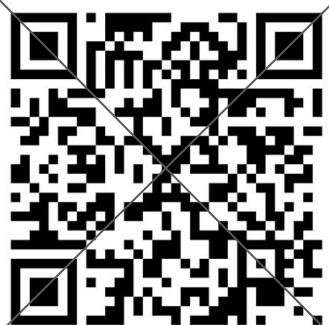
## Next seminar

### **Session 9: Thinking inside the box - challenges and opportunities of learning with social entrepreneurs**

**Jessica Lindbergh & Anna Wettermark, Stockholm Business School**

Mon 17<sup>th</sup> February at 13:30-14:30 CET Sweden / 14:30-15:30 EET Finland

# Thank you for your participation



Interreg  
Aurora



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## We appreciate your feedback on this seminar