

Cooperation in the field of Entrepreneurship Education Asia–Europe, *Krems 2018*



Asia-Europe Meeting

Prof. Johannes Lindner

Head of the Department & Center of Entrepreneurship Education and
valuebased Business Education of the University Teacher College Vienna/Krems;
Initiator and Head of eesi-Center Austrian Federal Ministry of Education, Science and Research
Initiator and Head of ifte.at; Schumpeter College, Ashoka Fellow

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 **BMBWF**
FEDERAL MINISTRY
OF EDUCATION, SCIENCE
AND RESEARCH





1. Why ENTREPRENEURSHIP EDUCATION?

A wooden sculpture of a reindeer, standing on a dark, rectangular pedestal. The reindeer is silhouetted against a bright, hazy sunset sky with warm orange and yellow tones. In the background, a range of mountains is visible under the same sky. A small evergreen tree is partially visible on the right side of the frame. The text "2. Entrepreneurship Education Approach" is overlaid in white at the bottom center of the image.

2. Entrepreneurship Education Approach



3. Levels of Cooperation Asia & Europe



1. Why ENTREPRENEURSHIP EDUCATION?



1. ENTREPRENEURS and Entrepreneurship

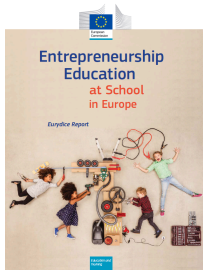
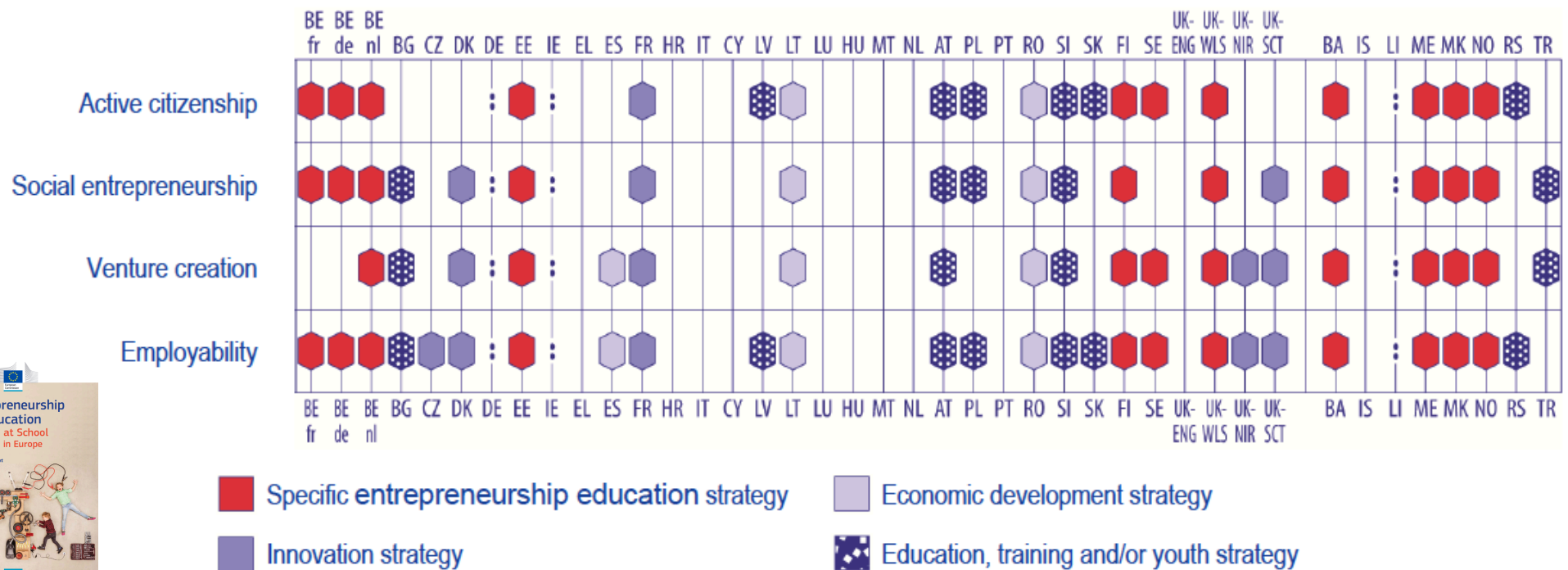
Why is an Entrepreneurial Ecosystem important also for Kids and Youth?





Entrepreneurship Education Strategy

Figure 2.6: Overview of wider strategy objectives linked to entrepreneurship education



Source: Eurydice.

EU Framework of Key Competences for Lifelong Learning



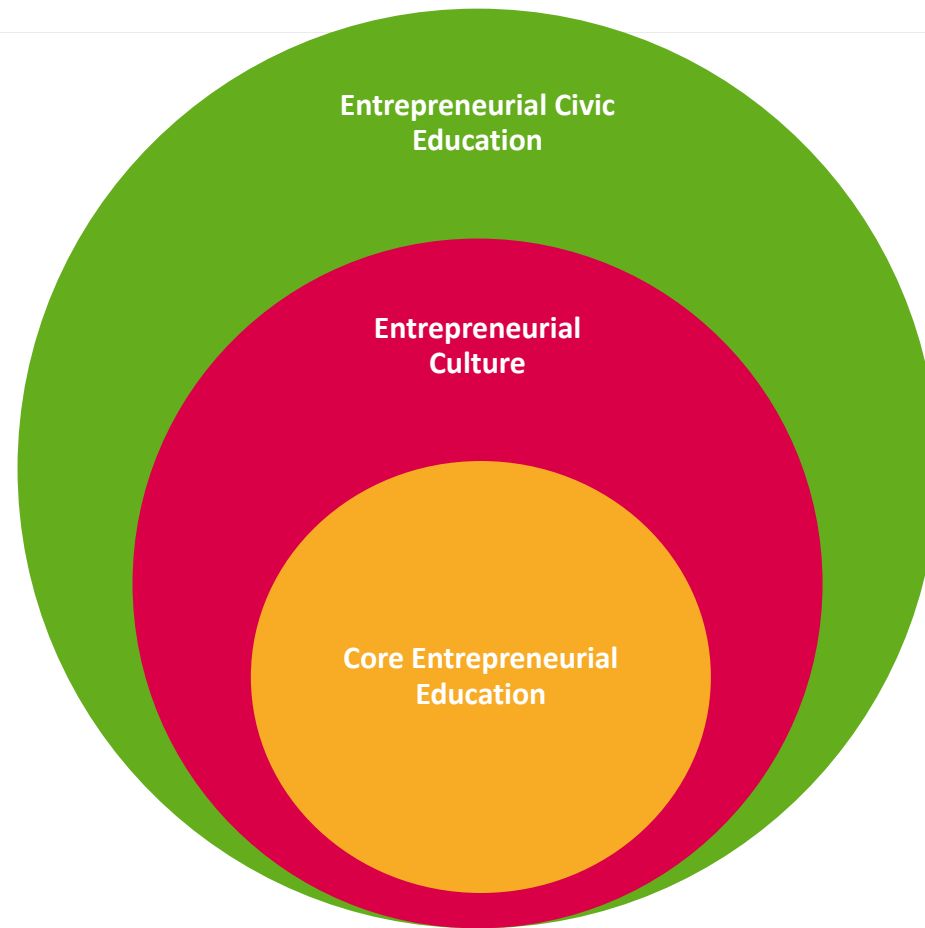
1. Communication in the mother tongue
2. Communication in a foreign language
3. Mathematical competence and basic competence in science and technology
4. Digital competence
5. Learning to learn
6. Social and civic competence
- 7. Sense of initiative and entrepreneurship**
8. Cultural awareness and expression.

All that individuals need for personal fulfillment and development, active citizenship, social inclusion and employment.

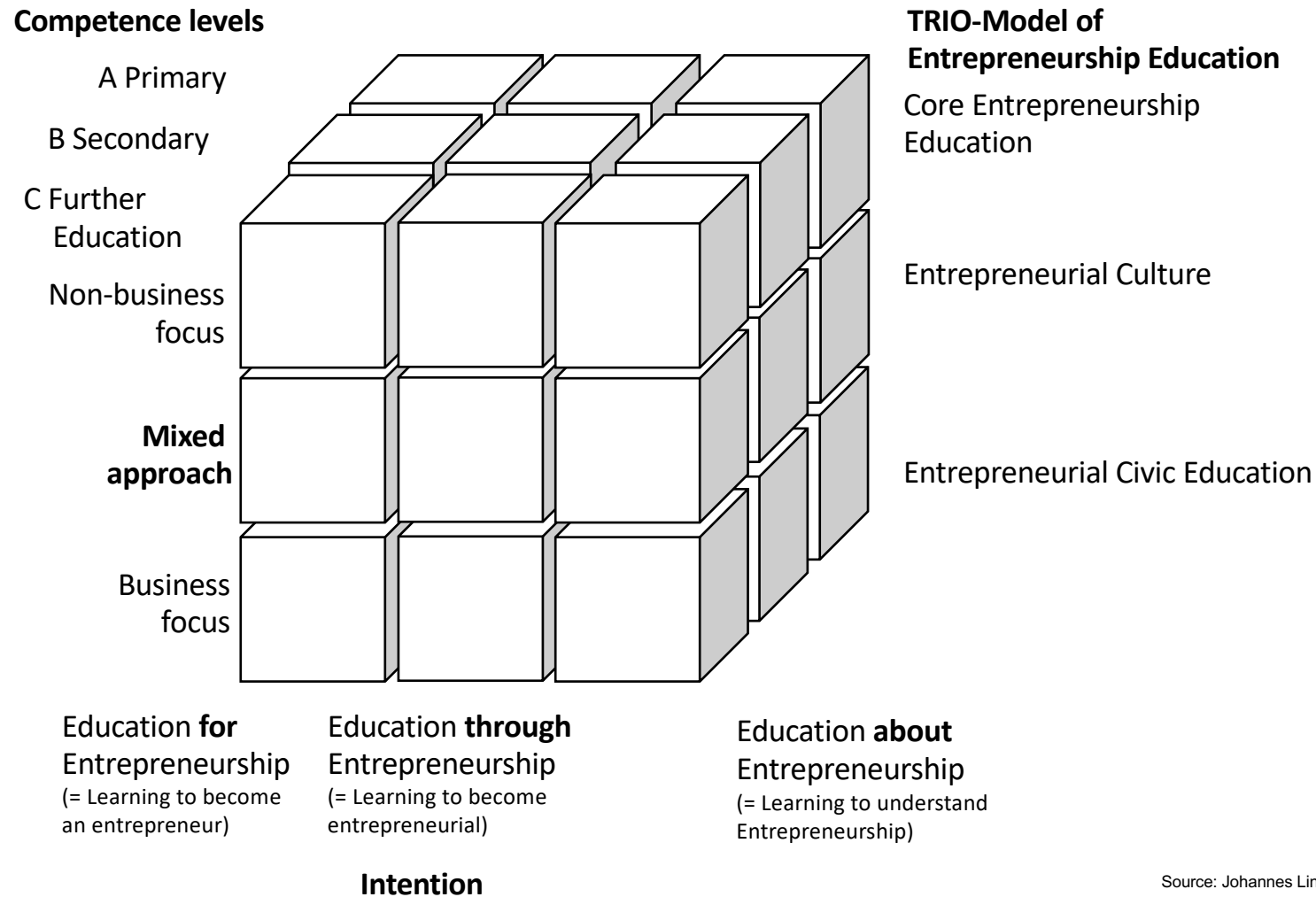
A wooden sculpture of a reindeer, standing on a dark, rectangular pedestal. The sculpture is made of dark wood and is silhouetted against a bright, hazy sky at sunset or sunrise. The background shows a range of mountains and a forest of evergreen trees. The text "2. Entrepreneurship Education Approach" is overlaid in white at the bottom of the image.

2. Entrepreneurship Education Approach

TRIO-Model Entrepreneurship Education

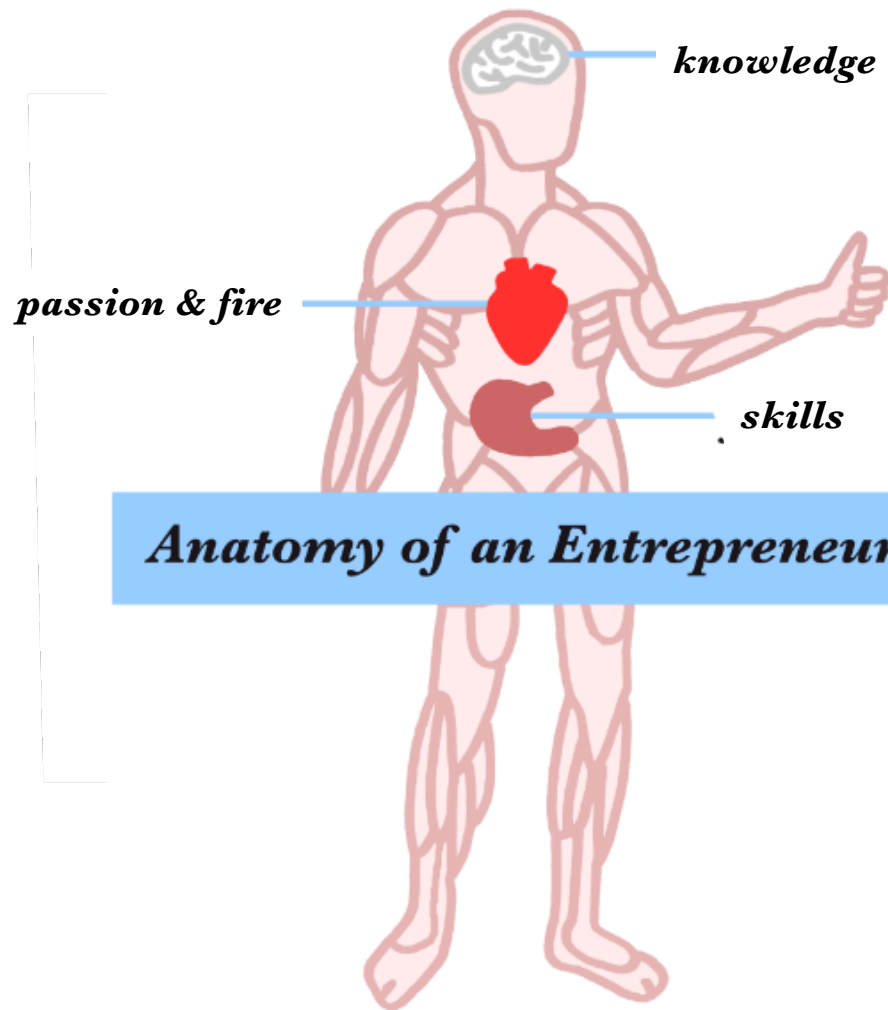


Curricular approaches to Entrepreneurship Education



Source: Johannes Lindner

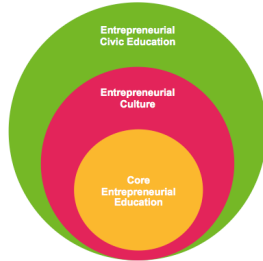
Entrepreneurial Competences



Source: Johannes Lindner

Reference frame for Entrepreneurship Competences

		A1	A2	B1	B2	C1	C2
DEVELOPING IDEAS	Attitude	<ul style="list-style-type: none"> ▶ I can identify areas which I am good at. ▶ I think about what I will do in the future. ▶ I am able to fulfil simple tasks. 	<ul style="list-style-type: none"> ▶ I can undertake simple tasks and focus on completing them successfully. ▶ I can explain supply and demand e.g. how it can determine the market price of a product. ▶ I can reflect on my education and job prospects in the future. 	<ul style="list-style-type: none"> ▶ I can identify my strengths and weaknesses. ▶ I can set goals to improve my skills where needed. ▶ I am comfortable in taking responsibility for a task. ▶ I can face potential competition in the implementation of tasks. ▶ I can describe my own professional goals. ▶ I know that people have different career options. 	<ul style="list-style-type: none"> ▶ I can identify my strengths and weaknesses. ▶ I pursue my goals persistently. ▶ In the process I am willing to take responsibility and work to overcome potential difficulties. 	<ul style="list-style-type: none"> ▶ I am motivated to further develop my abilities. ▶ I can set myself long term targets to achieve my goals. ▶ I can take over a task and complete it successfully. ▶ I am ready to stand up for others and societal issues. 	<ul style="list-style-type: none"> ▶ I can justify and evaluate my own goals and values. ▶ I respect others and am actively committed to dealing with societal issues. ▶ I can take over a task and complete it successfully, also in competitive situations.
	Identifying opportunities	<ul style="list-style-type: none"> ▶ I can develop creative ideas and recognize their value. 	<ul style="list-style-type: none"> ▶ I can develop creative ideas which solve problems and recognise opportunities in the market and in society. ▶ I can develop a collection of ideas and I can record them e.g. in an InnovationSavings book (a notebook to support young entrepreneurs). ▶ I can present my own ideas. ▶ I can identify risks in everyday life and reflect on how to avoid them. 	<ul style="list-style-type: none"> ▶ I can develop ideas and provide justifications why they should be implemented. ▶ I can identify and seize opportunities. ▶ I am aware of risks and take over responsibility for my own actions. ▶ I can present a draft concept and understand the purpose of a business plan. 	<ul style="list-style-type: none"> ▶ I can develop ideas into business proposals, and evaluate their innovative approaches and their market potential. ▶ I can evaluate business risks using case studies and make appropriate decisions. ▶ In a discussion with others I can find arguments for my ideas in a structured way. 	<ul style="list-style-type: none"> ▶ I can read, interpret and evaluate a business plan. ▶ I can design my own business plan within/for a social enterprise business model. ▶ I can interpret the entrepreneurial risks of my own business model and can take decisions based on controlled risk management. 	<ul style="list-style-type: none"> ▶ I can create a business plan for a business model including a SWOT analysis. ▶ I deal with risks in a controlled way when implementing a business model. ▶ I can analyse the concept of an organisation or a business, and can make suggestions for further development.
IMPLEMENTING IDEAS	Organising	<ul style="list-style-type: none"> ▶ I can apply simple planning skills and show an understanding for limited resources. 	<ul style="list-style-type: none"> ▶ I can plan goals and outline decision-making processes. ▶ I can generate added value from available resources (e.g. seemingly "worthless" things"). 	<ul style="list-style-type: none"> ▶ I can plan goals and implement a supervised project. ▶ I can come up with ideas for effective marketing. 	<ul style="list-style-type: none"> ▶ I can plan goals, develop work packages for their implementation and carry out a project. ▶ I can plan strategic marketing based on tactical approaches. ▶ I can plan and correctly deal with finances. 	<ul style="list-style-type: none"> ▶ I can plan and manage a project in a small group in accordance with the project management. ▶ I can develop a logical project plan objectives, take necessary decisions and organise the project implementation. ▶ I can develop a marketing and financial plan (using software). 	<ul style="list-style-type: none"> ▶ I can independently plan a step by step project management approach, and evaluate it after successful completion. ▶ I can organise a business start-up. ▶ I can do and evaluate correct finances.
	Working together	<ul style="list-style-type: none"> ▶ I can work with others. 	<ul style="list-style-type: none"> ▶ I can work with others, agree on responsibilities and deal with possible problems. 	<ul style="list-style-type: none"> ▶ I can work with others and maximise the use of individual skills. ▶ I can take the initiative to convince others when making group decision. ▶ I can communicate well with other people. 	<ul style="list-style-type: none"> ▶ I can develop appropriate strategies to deal with difficult situations while working together. ▶ I am good at networking and at developing cooperation. ▶ I can use modern technologies. 	<ul style="list-style-type: none"> ▶ I can initiate and develop project-based collaborations with others, and evaluate individual roles. 	<ul style="list-style-type: none"> ▶ I can work with others and negotiate decisions. ▶ I can evaluate the impact of my own negotiation and persuasion skills.
THINKING SUSTAINABILITY	Acting as a visionary	<ul style="list-style-type: none"> ▶ I can see the importance of economic, ecological and social issues for our lives. 	<ul style="list-style-type: none"> ▶ I am aware of economic and societal issues we face, and have considered how I can contribute in everyday life. 	<ul style="list-style-type: none"> ▶ I would like to contribute with my ideas to a future-oriented ecologically and socially sensitive behaviour in business and society. ▶ I can see ethical problems. ▶ I can explain my ideas about fair trade. 	<ul style="list-style-type: none"> ▶ I take ecological and social considerations into account when planning and implementing a business model and can discuss these. 	<ul style="list-style-type: none"> ▶ I implement my ideas (my business models) in an ecologically and socially sensitive way. ▶ I see ethical problems and solve them where possible. 	<ul style="list-style-type: none"> ▶ I can integrate economic, ecological and social criteria into medium and long-term business plans and thus achieve competitive advantages.
	Financial literacy	<ul style="list-style-type: none"> ▶ I can explain and compare the price and value of products. 	<ul style="list-style-type: none"> ▶ I can plan what I use my pocket money for. 	<ul style="list-style-type: none"> ▶ I can explain different possibilities to finance my ideas. ▶ I can give an overview of the different possibilities to save money and I can choose the most suitable. 	<ul style="list-style-type: none"> ▶ I can analyze and justify alternatives of funding based on case studies. ▶ I can give an overview of investments and choose the most suitable. 	<ul style="list-style-type: none"> ▶ I can come up with a financing concept for my business model – according to the motto "Brain versus Capital" 	



TRIO Model of
Entrepreneurship
Education

Framework of References for Entrepreneurship Competences

	A1	A2	B1	B2	C1	C2
ENTREPRENEURIAL COMPETENCES	1.1.1.1 Identify and evaluate business opportunities.	1.1.1.2 Develop and evaluate business plans.	1.1.1.3 Develop and evaluate business models.	1.1.1.4 Develop and evaluate business strategies.	1.1.1.5 Develop and evaluate business tactics.	1.1.1.6 Develop and evaluate business operations.
ENTREPRENEURIAL KNOWLEDGE	1.1.2.1 Understand the business environment.	1.1.2.2 Understand the business system.	1.1.2.3 Understand the business process.	1.1.2.4 Understand the business structure.	1.1.2.5 Understand the business culture.	1.1.2.6 Understand the business values.
ENTREPRENEURIAL ATTITUDES	1.1.3.1 Be proactive and innovative.	1.1.3.2 Be resilient and persistent.	1.1.3.3 Be confident and assertive.	1.1.3.4 Be collaborative and team-oriented.	1.1.3.5 Be ethical and responsible.	1.1.3.6 Be socially and environmentally conscious.
ENTREPRENEURIAL SKILLS	1.1.4.1 Analyze and synthesize information.	1.1.4.2 Communicate and negotiate effectively.	1.1.4.3 Plan and organize resources.	1.1.4.4 Lead and manage teams.	1.1.4.5 Monitor and evaluate progress.	1.1.4.6 Adapt and change direction.

YouStart

Framework of Reference for
Entrepreneurship Competences





Hallo, ich bin LEWI und freue mich auf spannende Aufgaben mit dir!
Hi, I'm LEWI. Let's do some fun activities!



YouthStart
ENTREPRENEURIAL
CHALLENGES
www.youthstart.eu

Trio Model

DE LASS UNS DEINE IDEEN FINDEN UND UMSETZEN!
EN LET'S DEVELOP AND IMPLEMENT YOUR IDEAS!

DE MACH DIR UND ANDEREN MUT UND PROBIERE ETWAS GANZ NEUES!
EN DON'T BE AFRAID TO TRY NEW THINGS! ALSO ENCOURAGE OTHERS!

DE SETZE DICH UND DEINE IDEEN FÜR ANDERE MENSCHEN EIN!
EN USE YOUR IDEAS TO HELP OTHER PEOPLE!

Entrepreneurial Challenges

IDEA CHALLENGE
Ideen ins Rollen bringen!
Get your ideas moving forward!
Wir schaffen Wert
Let's create value!

☐ OK

HERO CHALLENGE
Du bist mein Held
You're my hero

☐ OK

EMPATHY CHALLENGE
Meine Gefühle - Deine Gefühle
My feelings - Your feelings

☐ OK

STORYTELLING CHALLENGE
Kreativ Geschichten erzählen
Creative storytelling

☐ OK

BUDDY CHALLENGE
Anderen Mut machen
Empower others!

☐ OK

MY COMMUNITY CHALLENGE
Gemeinsam Probleme lösen
Solving problems together

☐ OK

MY PERSONAL CHALLENGE
Mein Preis- und Wertgefühl entwickeln
What's it worth?

☐ OK

LEMONADE STAND CHALLENGE
Verkaufen macht Spaß
Selling is fun

☐ OK

PERSPECTIVES CHALLENGE
20 Euro auf der Spur
Tracking 20 Euros

☐ OK

TRASH VALUE CHALLENGE
Aus Alt mach Wert
Recycling adds value

☐ OK

OPEN DOOR CHALLENGE
Spuren suchen
Find the way!

☐ OK

DEBATE CHALLENGE
Reden wir!
Let's talk!

☐ OK

REAL MARKET CHALLENGE
„Junior Manager/in“ werden
Becoming a „junior manager“

☐ OK

START YOUR PROJECT CHALLENGE
Mein erstes Projekt
My first project

☐ OK

EXTREME CHALLENGE
Ziele im Sport erreichen
Setting and achieving goals in sports

☐ OK

BE A YES CHALLENGE
Meine Stärken
My strengths

☐ OK

EXPERT CHALLENGE
Lernen lernen
Learning to learn

☐ OK

VOLUNTEER CHALLENGE
Freiwillig helfen
I can volunteer

☐ OK

Das LEWI-Programm stärkt die Eigeninitiative und den Unternehmergeist von Kindern in der Primarstufe.
The LEWI Programme empowers kids at the primary school level and enhances their entrepreneurial skills.



Achtsamkeitsübungen und die „Youth Start“-Achtsamkeitsfilme findet man unter „Körper&Geist“ auf www.youthstart.eu
For mindfulness exercises and the „Youth Start“ mindfulness videos see the „Mind & Body“ section at www.youthstart.eu



Challenges



Idea



My Personal



Be A YES



Trash Value



Empathy



Storytelling



Perspectives



Debate

Challenges



Idea



Lemonade
Stand



Extreme



My Community

**Youth Start
 Programm**



Youth Start Mindfulness Programme and Learning to Learn



Kids



Trash Value Festival

Perspectives



Marketday



Community
Challenge




Teacher

2 Workshops and 1 Jour Fixe

1 Workshop and 1 Jour Fixe

1 Workshop and 1 Jour Fixe



Entrepreneurial Core Education					
Idea Challenge		Hero Challenge		My Personal Challenge	
Lemonade Stand Challenge		Real Market Challenge		Start Your Project Challenge	
Entrepreneurial Culture					
Empathy Challenge		Storytelling Challenge		Buddy Challenge	
Perspective Challenge		Trash Value Challenge		Open Door Challenge	
Extreme Challenge		Be A Yes Challenge		Expert Challenge	
Entrepreneurial Civic Education					
Community Challenge		Debate Challenge		Volunteer Challenge	

Self Assessment of Implementing Entrepreneurship Education

	Learning Tools & Environment	Standards	Curriculum	Assessment	Professional Development of the teachers	Leading & Management	Stakeholder Involvement	Policy Maker
Early Stage								
Transitional Stage								
21 st Century								

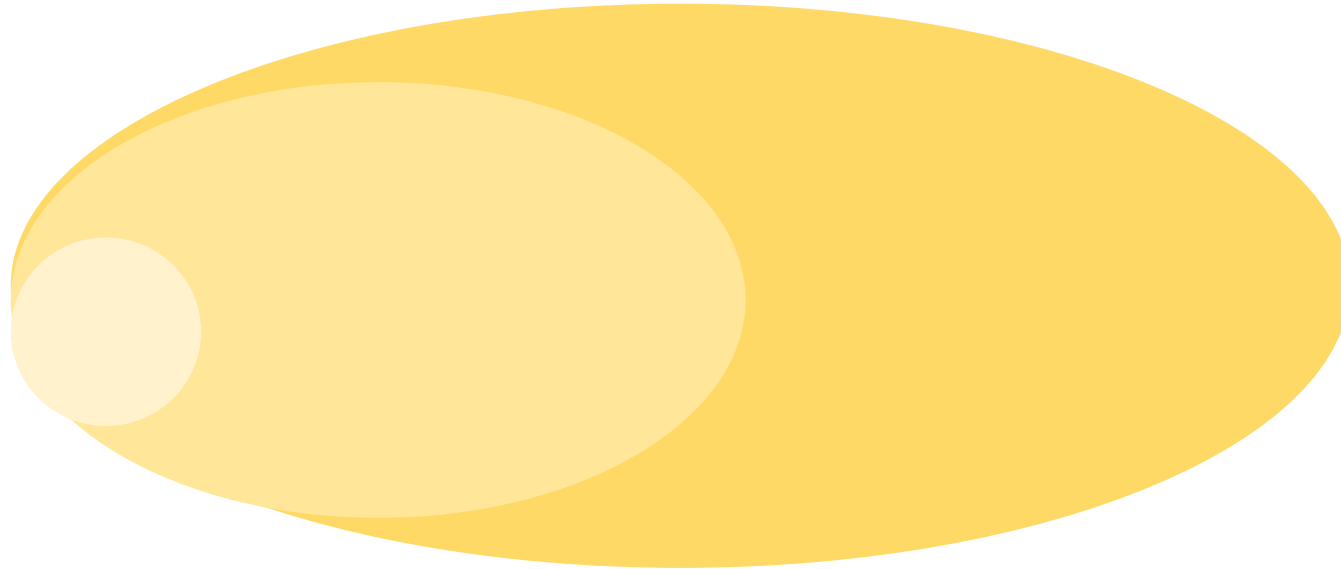
**eesi – External Certification as
Entrepreneurship School**

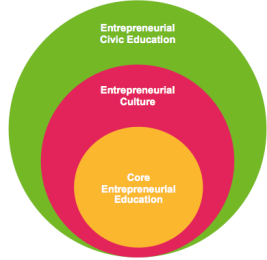
| www.youthstart.eu |



3. Levels of Cooperation Asia & Europe

Levels of Cooperation in the field of Entrepreneurship Education Asia & Europe





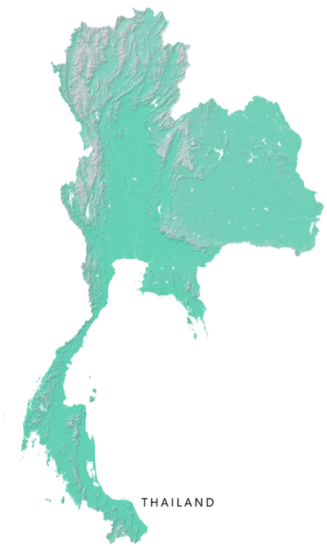
TRIO Model of
Entrepreneurship
Education

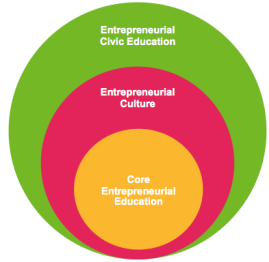
Framework of References for Entrepreneurship Competences

	EC1	EC2	EC3	EC4	EC5	EC6
Entrepreneurial Competence 1: Opportunity Identification	Identify and evaluate business opportunities.	Identify and evaluate business opportunities.	Identify and evaluate business opportunities.	Identify and evaluate business opportunities.	Identify and evaluate business opportunities.	Identify and evaluate business opportunities.
Entrepreneurial Competence 2: Business Model Development	Develop a business model.	Develop a business model.	Develop a business model.	Develop a business model.	Develop a business model.	Develop a business model.
Entrepreneurial Competence 3: Business Plan Development	Develop a business plan.	Develop a business plan.	Develop a business plan.	Develop a business plan.	Develop a business plan.	Develop a business plan.
Entrepreneurial Competence 4: Business Launch	Launch a business.	Launch a business.	Launch a business.	Launch a business.	Launch a business.	Launch a business.
Entrepreneurial Competence 5: Business Growth	Grow a business.	Grow a business.	Grow a business.	Grow a business.	Grow a business.	Grow a business.
Entrepreneurial Competence 6: Business Exit	Exit a business.	Exit a business.	Exit a business.	Exit a business.	Exit a business.	Exit a business.

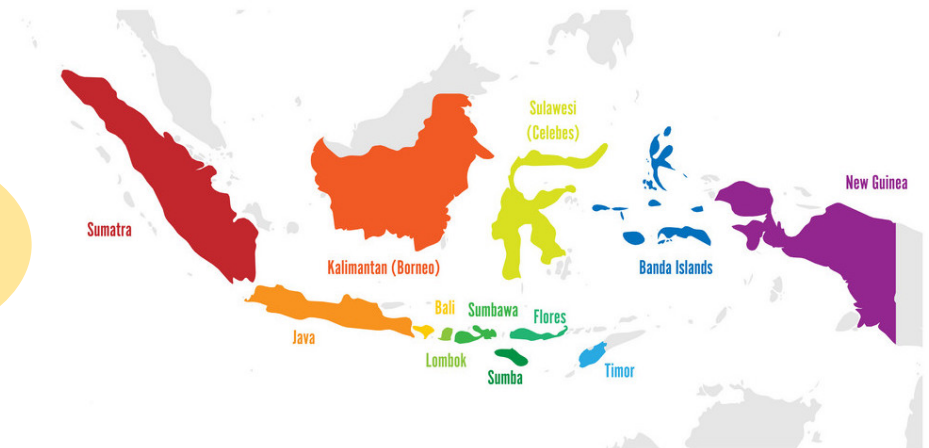
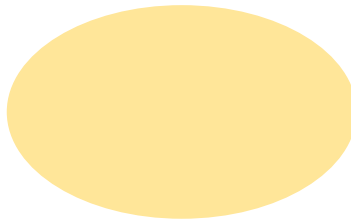
Note: The table content is a simplified representation of the actual framework. The actual framework is a detailed table with multiple columns and rows describing various competencies and their sub-components.

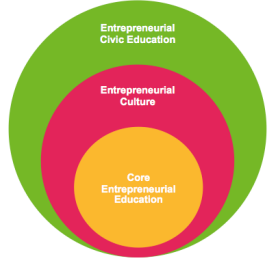
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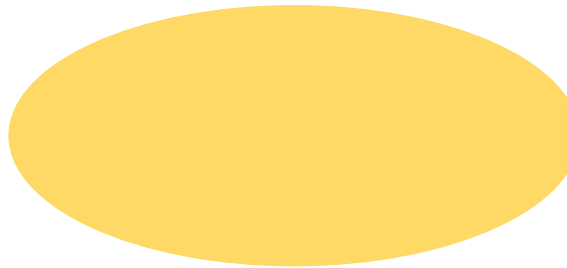


TRIO Model of
Entrepreneurship
Education





TRIO Model of
Entrepreneurship
Education



Entrepreneurs shape the future

Foster the entrepreneurial competencies of youth with our challenges



[Start in your classroom](#)



Co-funded by the
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Stay in contact

Johannes.lindner@kphvie.ac.at

Facebook/Link

Johannes Lindner Vienna

www.youthstart.eu

www.entrepreneurship.at

www.eesi-impulszentrum.at