

THE EDUCATION COLLABORATIVE

2023 June Convening

Entrepreneurship Curriculum: The Methodology of Teaching



Chez George Meeting Room
Kempinski Gold Coast City, Accra.



Friday 16th June 2023
09:15 am to 10:45 am

Speaker / Panelists Details



INTERNATIONAL UNIVERSITY OF GRAND-BASSAM

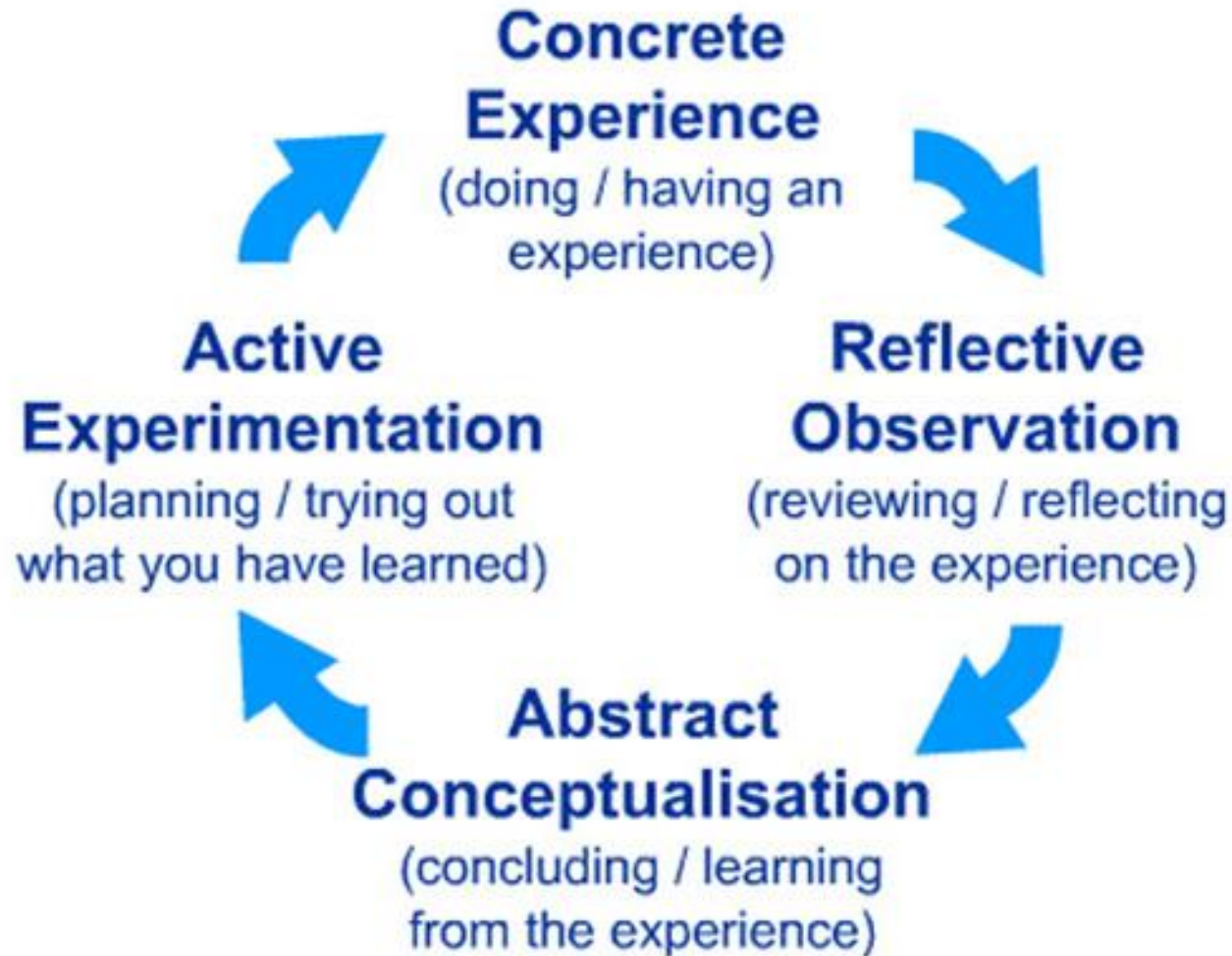
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Session Outline

1. Kolb's Learning Cycle - Pedagogy
2. Chindogu
3. Summary - Key points to Remember

Pedagogy – Kolb's Learning Cycle



Do you Chindogu?

- Chindōgu: The Japanese Art of Unuseless Inventions



Noodle Cooler



Shoe Umbrellas



Toilet Paper Hat



Butter Stick



Finger brush

What does IUGB do to promote Entrepreneurship?

Brainstorm Bins: Set up a box in your class for brainstorming business ideas.
(Individual Ideas)



Solution Boxes: Solution boxes help students to speak up and create solutions rather than complain about them. (Community Projects to solve issues).

Shark Tank - Pitching: This is to train students to pitch in 3 minutes.



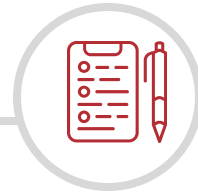
Entrepreneur Hour: Interview any entrepreneur and share lessons learnt.



Entrepreneurship Clubs: This is to encourage students to start businesses .

Entrepreneurship Club

SUMMARY



Entrepreneurial
Mindset

Experiencing -
Feeling

Reflecting -
Watching

Conceptualizing -
Thinking

Acting - Doing

Conclusion

B-Schools generally teach theory procedure to start a business - from Market research to Risk Mitigation, Writing a lengthy Business plan etc.,

What happens when an emergency or disruption occurs?

Like Covid?

Nokia had to bow down to Apple and Samsung because they didn't think about Effectuation.

B-Schools should adopt to new teaching pedagogies to adopt to the latest pedagogies to create successful entrepreneurial ventures in this face paced and dynamic world.

Effectuation is a way of thinking and decision-making that is based on the idea that entrepreneurs create their future by taking action and making things happen. It is a way of thinking that is focused on creating opportunities and solving problems by using the resources that are available to you, rather than making predictions and trying to control the future¹².



Any Questions?

Thank You

"I didn't think I'd regret trying and failing and I suspected I would always be haunted by a decision to not try at all".

- JEFF BEZOS



[Activity 2: Envelope task created by Tina Seelig at Stanford University - 21st Century Soft Skills for Teachers in VET \(erasmusplustenerife.com\)](#)

Questions for Kahoot

1. What do you need to become an entrepreneur?
2. Can anybody become an entrepreneur?
3. Can you be an entrepreneur without going to school?
4. Do you need a mentor to be an entrepreneur?
5. Is a 9 to 5 job better or being an entrepreneur?
6. Can entrepreneurship be taught?
7. Are entrepreneurs made or born?