

MBER202 Entrepreneurial Education

ECTS Value: 2 ECTS
Self-Study Hours: 24

Contact Hours: 10
Assessment Hours: 16

Overall Objectives and Outcomes

The aim of the module is to promote and build competences in Entrepreneurship in the Business Education and Retail subjects. Entrepreneurship in Education is a novel concept aimed towards giving students, who are our future citizens, the knowledge, competences and skills required to succeed in a modern social, cultural, environmental and economic sphere. Entrepreneurship is indeed, a cross-curricular theme. This module will help students to put the theories learnt during the syllabus into practise while enhancing the 21st century skills in action.

By the end of this module, the learner will be able to:

Competences:

- a. Initiate and manage effectively entrepreneurship educational projects;
- b. develop current and meaningful pedagogical practices;
- c. foster specialized theoretical and practical knowledge underpinning Entrepreneurship in Education;
- d. motivate students to be proactive and seize opportunities to turn an idea into a product/service;
- e. promote awareness amongst students about the importance of the entrepreneurial skills.

Knowledge:

- a. Critically describe the various meanings of entrepreneurship within an educational context;
- b. Critically reflect on different notions of entrepreneurship;
- c. Determine the cognitive, practical, intra and interpersonal skills required for an effective entrepreneur;
- d. Outline effective pedagogical methods to promote meaningful teaching and learning on Entrepreneurship Education;
- e. Describe and demonstrate awareness of the resources, setting operations and the key challenges faced when setting up a business;
- f. Comprehensively understand, analyse and communicate market, marketing and selling techniques and competition to the target audience;
- g. Describe and demonstrate the financial challenges as a key component of making a new business successful;
- h. Recognise the diverse early stages of a new business from concept to implementation;
- i. Outline the main components of a simple Business Plan.

Skills:

- a. Design effective pedagogical methods to promote Entrepreneurship in Education;
- b. Explore possible ways of being a proactive forward-looking educator in proposing ways of incorporating Entrepreneurship in class;
- c. Systematically and creatively manage the transformation of an idea into action;

- d. Develop a business model canvas and/or a comprehensive Business Plan acknowledging the different stages of development taking place for a new business from concept to start-up;
- e. Evaluate and provide feedback on the constructed business plan and business model;
- f. Foster entrepreneurial skills throughout the process from generation of ideas to the transformation into a finished product or service.

Assessment Methods

This module will be assessed through: Reflective Tasks and Project-Based Assignment.

Suggested Readings

Core Reading List:

1. Bacigalupo, M., Kampylis, P., Punie, Y., Van den Brande, G. (2016). *EntreComp: The Entrepreneurship Competence Framework*. Luxembourg: Publication Office of the European Union;
2. Baldacchino L., & Pulis Xerxen, S. (2013). *Fostering Entrepreneurship through Education*. Malta: St Nicholas College.
3. Kotler, P.; Armstrong, G. (2012) *Principles of Marketing*. Prentice Hall.
4. Gelderen, Marco van, and Enno Masurel, (2011). *Entrepreneurship in Context*. Routledge UK
5. Gordon, E., Natarajan, K., & Arora, A. (2009). *Entrepreneurship development*.
6. Lewandowski, M. (2015). *Designing the Business Models for Circular Economy - Towards the Conceptual Framework*. *Sustainability*, 8(43), 1-28
7. Zammit, J. (2017) *Developing Financial Literacy as a key Entrepreneurship Skill through an Alternative Learning Programme*. Dissertation at The Edward de Bono Institute for the Design and Development of Thinking, University of Malta.

Supplementary Reading List:

1. Hill, Charles and Tomas Hult (2017). *International Business: Competing in the Global Marketplace*. 11th edition. McGraw-Hill Irwin.
2. Moberg, K. (2014). *Two Approaches to Entrepreneurship Education: The Different Effects of Education for and through Entrepreneurship at the Lower Secondary Level*. *International Journal of Management Education*, 12, 512-528