



S.E.VET
SOCIAL ENTREPRENEURS

S.E.VET (SOCIAL
ENTREPRENEURSHIP VOCATIONAL EDUCATION AND
TRAINING PROGRAM – Capacity Building Programme

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Introduction

The Unit aims to offer an introduction to the Entrepreneurship Competence Framework. It explores the entrepreneurship competencies that help an individual be a successful entrepreneur and suggests methods on how these competencies can be developed. The module also includes examples and practical exercises to consolidate learners' theoretical knowledge.

Lesson Content

Mode of presentation of educational material	Word document
Title	EntreComp Principles
<u>Sub-Unit 1 (2.5 hours) Understanding Entrepreneurship Competencies</u>	
Content of presentation	<p>Introduction and Overview</p> <p>EntreComp is the European framework which identifies competences defining an entrepreneurial mindset. Being a comprehensive and flexible instrument it helps understand the essence of entrepreneurship as a competence for life.</p> <p>EntreComp offers the competences that make someone entrepreneurial and consists of 3 competence areas as ideas & opportunities, resources, and into action. Each area contains 5 competences, and together these make up the 15 competences that create an entrepreneurial mindset.</p> <ul style="list-style-type: none"> • Ideas & Opportunities – spotting opportunities, creativity, vision, valuing ideas, ethical & sustainable thinking; • Resources – self-awareness & self-efficacy, motivation & perseverance, mobilizing resource, financial & economic literacy, mobilizing others; • Into Action- learning through experience, working with others, coping with ambiguity, uncertainty & risk, planning & management, taking initiative. <p>EntreComp can be considered as a starting point for understanding the entrepreneurship competence.</p>
	<p>Entrepreneurship is defined a creating value through the pursuit of opportunity and innovation. A person who desire to be engaged in entrepreneurship activity must possess some competencies. Competencies are key skills needed by individuals to be more productive and add better value to their activity.</p> <p>Entrepreneurship competency is one very vital category among competencies required by modern era.</p>

What is entrepreneurial competency? **Entrepreneurial competency** is a set of skills and behaviour needed to create, develop, manage and grow a business venture. These competencies are essential for entrepreneurial success and can be developed through education, training, and experience. Entrepreneurial competency has three components as knowledge, skill and motive. Now let's understand these components in detail:

Knowledge is gathering and using information to implement tasks for achieving business goal. Knowledge is very important but not sufficient. In real life there are many people who have good knowledge of business but fail during actual performance. This means that entrepreneurs need something else as skills for translating the knowledge into application.

Skill means demonstration of ability where knowledge results into something that can be observed or seen. For example, when an entrepreneur applies his/her knowledge and information to run a successful enterprise, it is considered to be her/his skill. Knowledge can be acquired by reading and gathering information while skill is acquired by practice.

Motive can be defined as one's attitude and behaviour to achieve goal. An entrepreneur can achieve success in his/her venture only he/she has motivation to achieve success. We can say that an entrepreneur can achieve success only if he/she has motivation to set and run an enterprise.

There are different types of entrepreneurial competencies as:

1. **Personal competencies** - refer to the individual qualities and characteristics that enable entrepreneurs to be successful. Personal competencies include traits such as self-confident, perseverance, risk-taking, problem solving, systematic planning, leadership ability, interpersonal skills, continuous learning.

2. **Business competencies** - are skills and knowledge required to manage and develop a business effectively. They include decision-making, communication, collaboration and networking, innovation and creativity, strategic vision, operational excellence, financial management, and human resource management
3. **Cognitive competencies**: These are mental abilities that enable entrepreneurs to identify and evaluate opportunities, solve problems, and make decisions. Cognitive competencies refer to the mental ability of entrepreneurs to learn new things, generate new ideas, critical and analytical thinking, detail-oriented ability.
4. **Social competencies** - are the interpersonal skills needed to build relationships and collaborate effectively with others. Social competencies include networking, communication, leadership, and team-building skills.
5. **Technical competencies** - are the specific skills and expertise required to perform specific tasks or function within a business. These competencies refer to specialized knowledge in areas such as technology, engineering including ability in problem-solving techniques, effective communication within technical context.

The described competencies are interconnected and complementary, and successful entrepreneurship activity requires a combination of all of these competencies in varying degrees.

After we have viewed the entrepreneurial competencies, a question may arise: can we acquire these competencies, or are people innately born with them? Of course, the lack of relevant capabilities and skills is a barrier to entrepreneurship. But, experts have found that entrepreneurial competency can be developed through proper mentoring, education, and training. So, let's

consider some steps to develop entrepreneurial competencies:

Competency Identification and Recognition.

The first step towards developing entrepreneurial competencies is understanding the meaning of competency. After gaining understanding, you need to determine what exact characteristics you wish to develop basing on your specific needs. For instance, you might have the quality of being a risk-taker, but you lack leadership. Hence, you need to develop leadership skills.

Competency Assessment. This step includes assessing the already possessed competency of an entrepreneur and the required set of skills. At this step, one's possessed competencies are enlisted and examined. This is done to analyse what are the additional skills are needed to start a business. This process can be done through self-assessment and the feedback of others by asking various types of questions from the perspective of entrepreneurship.

Competency Mapping. This step involves evaluating and analyzing personal strengths and weaknesses. Knowing your strengths and weaknesses can help you focus better and move faster towards entrepreneurial competencies. Perhaps you feel that your communication skills aren't sharp, but you are proficient at financials and budgeting. In this way, you can assess which skill needs more attention and which does not.

Development Intervention. This step is to make one's introspection of the practice to strengthen the competencies. At this step entrepreneurs' new behaviour is analysed. New behaviour implies the behaviour after injecting the requisite competencies. Development intervention helps an entrepreneur to assess his strengths and weaknesses. Entrepreneurs understand how the new competencies have been proving its worth. This helps them to sustain or give up the particular behaviour in his future action of entrepreneurship.

Self-assessment. By conducting an honest self-assessment, entrepreneur competencies learners may increase their chances of business success. They may be able to identify business opportunities that are right for them by considering personal traits. For instance, skills, experience, expertise, financial goals, likes and dislikes, ability to sacrifice, and willingness to take on challenges are some of the few factors to be considered during assessment. It also helps in the faster development of the lacking entrepreneurial competencies.

Application in real-life situations. It isn't necessary for individuals building entrepreneurial competencies to use them within defined boundaries as these must be often showcased in the real world. That's how you will become confident. A display of confidence and continuity in applying newly acquired behaviours, skills, and characteristics ensures success.

Entrepreneurship competencies can be developed using different tools including through attendance of training and courses, self-learning, experience, and today, there are various platforms available for getting the development of an 'entrepreneurial mindset'.

Practical Application

Case study

The trainer presents a real situation – the successful life story of a young social entrepreneur.

Kekalove Adaptive Fashion

Kekalove Adaptive Fashion, established in 2019 by Muhammad Kekalov, is the first adaptive clothing brand in Azerbaijan. The company designs clothing specifically to accommodate wheelchair users with their specific needs.

Muhammad says that their job is a good mix of engineering and art as they constantly try to work on extremely functional, visually appealing, and immensely comfortable clothing for disabled people.

It was not a random idea. Having lived with his visually impaired grandmother, Muhammad was a witness to the problems that people with physical disabilities face in everyday life. This allowed him to create a new and unique project. He worked hard to achieve his goal, despite having a university education, Muhammad studied international experience, participated in a number of training and joined programs to improve his entrepreneurial competencies. Mohammad is a graduate of the CELP entrepreneurship program at Harvard Business School for young leaders. He collected information by observing different cases and limitations while communicating with disabled students with whom he studied in the US. Later, he became a fellow of the Yunus and Youth program of one of the largest social business centers in the world.

The young entrepreneur is not limited to producing clothing for the disabled. He believes that the most important social effect this business can bring to society is increasing inclusivity, ensuring the active participation of each person in society, regardless of their physical abilities.

According to Mohammed, the only way to achieve the goal is perseverance, passion, and continues learning.

Application Exercise

Activity 1

After reviewing the case study, the teacher will reserve some time to discuss with learners the story of the young entrepreneur. During discussions, the teacher will provide more detailed information about a social business. Then learners will be given the opportunity to think about what they already know about the social business and to identify main characteristics of the young entrepreneur. They should answer the questions below:

- What is difference between social entrepreneurship and traditional entrepreneurship? Do you know someone dealing with social entrepreneurship in your community, and if so, could you describe his/her personal qualities?
- What is Muhammad's background?

- What problem did Muhammad Kekalov's business solve and what its social effect?
- What are the core competencies of Muhammad? Why did he need to develop his entrepreneurial competencies?

Activity 2

The teacher will divide participants into 2 groups. Each group should work as a team and generate a business idea for creating a social enterprises. Each team should briefly present its idea describing their goal, the nature, social effect and prospects of this idea.

The teacher then will suggest peer feedback asking the teams to analyze each other's performance. During peer feedback the main points to be focused are creativity & innovation in idea development, teamwork, leadership, time management.

The teacher takes notes, and then together with participants discusses the process of group activity.

Activity 3

The teacher demonstrates the video on the main characteristics of a successful entrepreneur and misconceptions about a business (<https://www.youtube.com/watch?v=wY20zS32114>).

Learners are asked to listen to the video and take notes. After that, learners are given opportunity to reflect on their own profile, and then they should answer the question: "What competencies listed in the video do you possess?"

Discussion and Reflection

At the end of the session, the teacher will summarize and highlight the important aspects of the subject. The teacher will involve participants in discussion by asking the following questions:

- What is the key learning you are taking away from this session and learning experience?
- What is the EntreComp Framework?
- What are entrepreneurial competencies?

- What strategies can be used to develop entrepreneurial competencies?

Focusing on these questions, participants will share their opinions and thoughts about the topics.