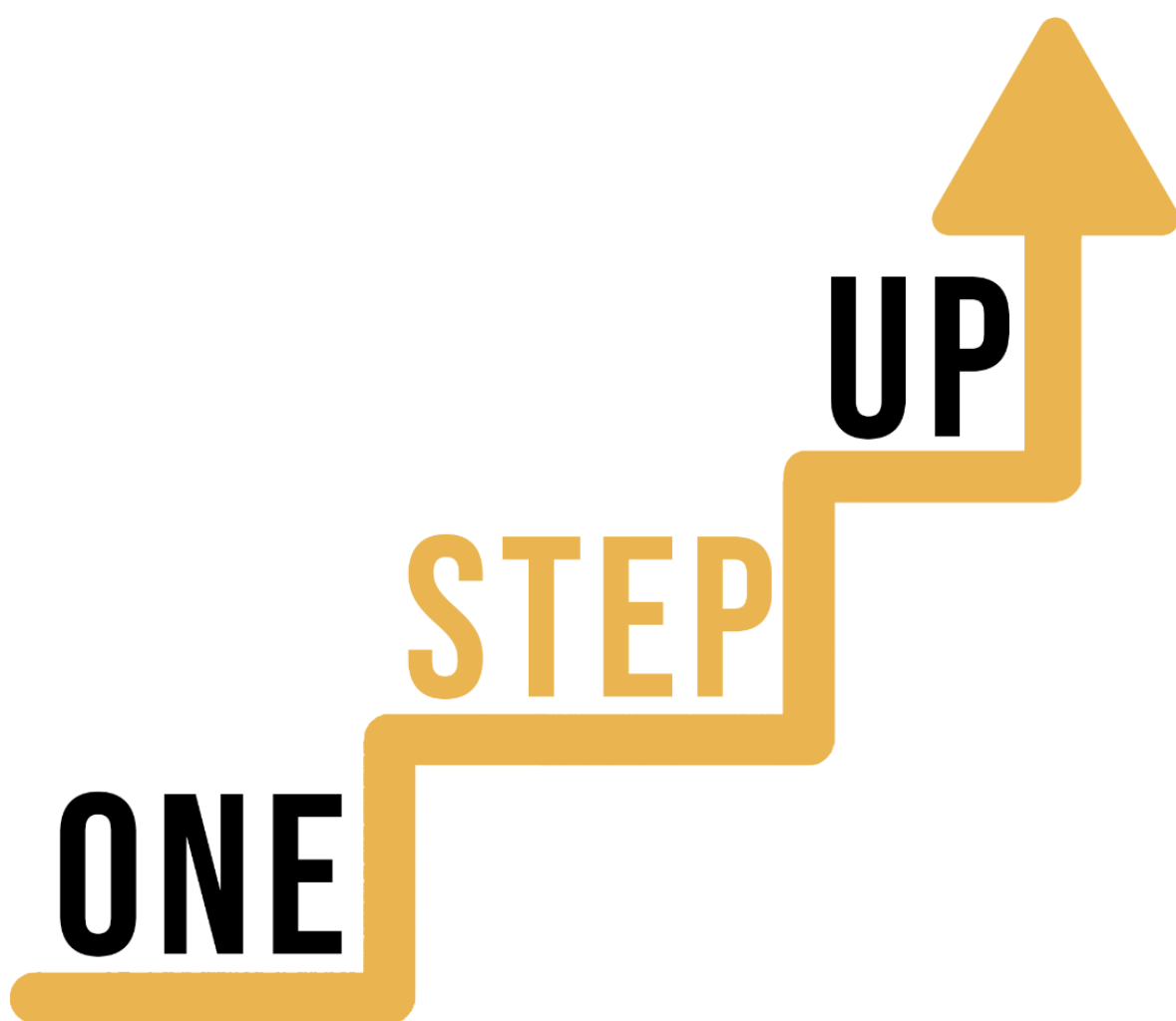


**BUILDING ENTREPRENEURIAL
COMPETENCE THROUGH DIGITAL AND
SOCIAL MEDIA**

ADULT EDUCATOR MANUAL





MICRO-LEARNING RESOURCES TO RE-ENGAGE LOW-SKILLED ADULT LEARNERS IN EDUCATION AND TRAINING

Adult Educator Manual

The aim of this short handbook is to support you, as an experienced educator working with low-skilled and marginalised adult learners, with diverse needs, to use the video resources and the activity sheets provided in the Suite of Micro-Learning Resources to Re-Engage Low-Skilled Adult Learners in your centre and in your community. Through this short manual, we will provide you with some background information on the topic being discussed in the video resource and provide some guidance to support you to introduce and implement the accompanying activity with adult learners in your group. The activity that has been developed to accompany the video resources aims to further develop their understanding of the topic outlined in the video resource. Finally, this manual will also present you with some de-briefing questions that you can use in your group of adult learners, to assess the user-friendliness and quality of the activity you have completed with them.

The topic of this manual relates to the video resources *Building Entrepreneurial Competences Through Digital and Social Media*.

INTRODUCTION TO THE TOPIC

In the digital era, entrepreneurial competence goes beyond starting your own businesses. An employee with an entrepreneurial mindset is valuable to any organisation because they add more value to the workplace and don't just do their part and wait for their monthly salary. These individuals are self-driven, responsible, innovative, passionate and motivated about what they do which is the basic definition of entrepreneurial competence. By embracing digital technology, low-skilled adults can access a wealth of knowledge, insights, and networks that can empower them to enhance their value as an employee, helping them stand out, and contribute more effectively to their organisation's success. Throughout the ONE-STEP UP resources, low-skilled adults can explore how these learning materials can positively impact their ability to enhance their digital and entrepreneurial skills.

INTRODUCTION TO THE ACTIVITY

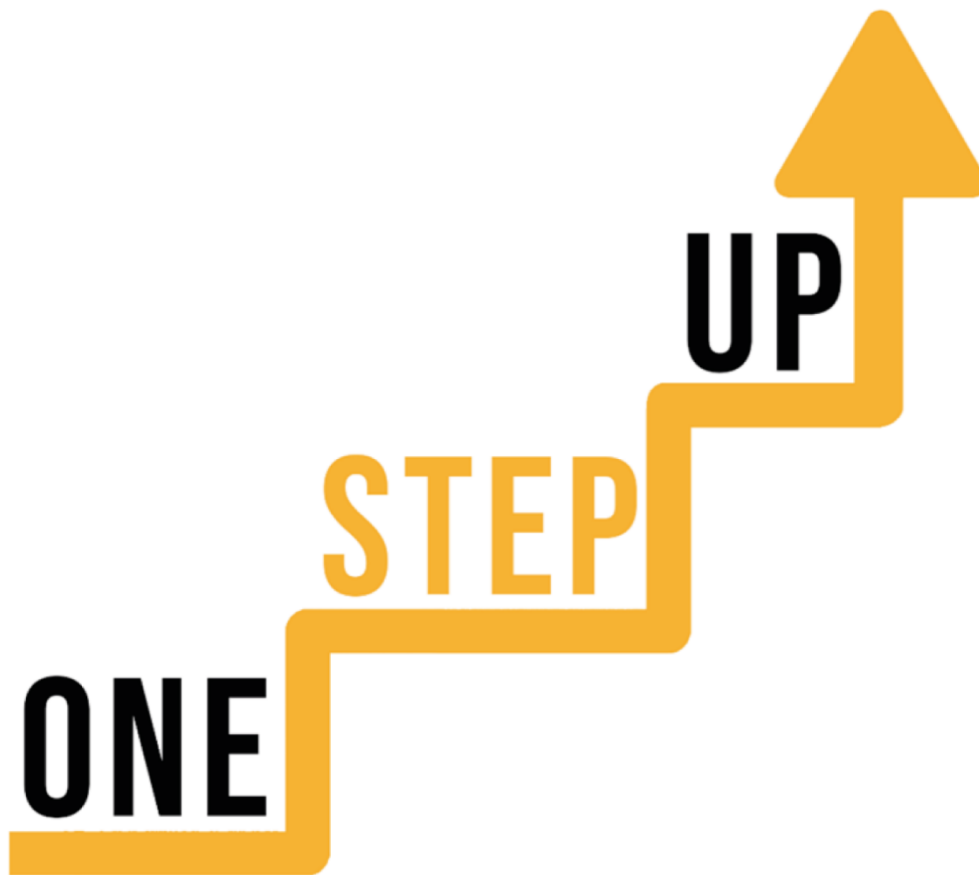
Using the case study, learners will learn about the Erasmus+ project, the DEEP project that aims to improve the professional chances of VET (vocational education and training) students with different backgrounds by developing their entrepreneurship skills alongside their digital skills. Learners also have a chance to try out “Mindset Reflection” activity which will help them improve their growth mindset through self-reflection, learning, and planning.

USING THIS RESOURCE WITH A GROUP

To use this resource with adult learners in your local group, we recommend that you begin by showing them the video resource to introduce the theme of *Building Entrepreneurial Competences Through Digital and Social Media*. This video will help learners to understand the topic before they begin the Learner Handout activity. Once they have gained a general knowledge of the theme, they will be able to begin the handout. For this, we recommend that you print one handout per learner to complete. All learners need for this resource is a pen to complete the learner handout and a computer to view the video. This resource will take one hour in total to complete.

DE-BRIEFING QUESTIONS

- What is one key takeaway from this case study and activity that you explored in the Learner Handout? How can you apply it to your own life or work?
- How did you find the ‘Mindset Reflection’ activity? Did you find it helpful in improving your entrepreneurial competence?
- How do you think digital components can be incorporated into entrepreneurial competence? Do you have any further ideas?
- Why do you think using digital and social media to build your entrepreneurial competence is important? How can this help learners?



ONE STEP UP



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