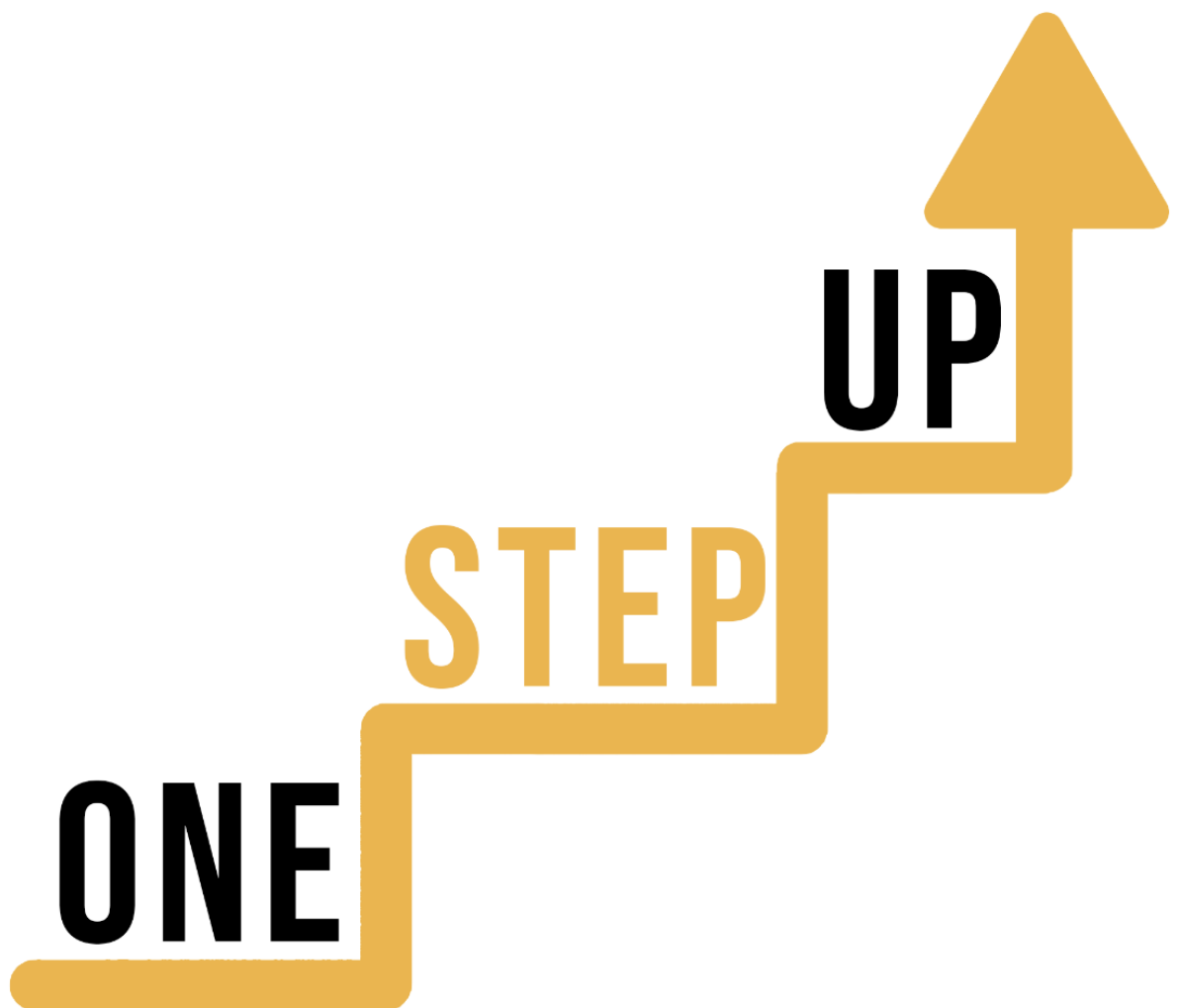


**BUILDING  
ENTREPRENEURIAL  
DISCIPLINES THROUGH  
DIGITAL AND SOCIAL  
COMPETENCES DOCUMENT  
LEARNER HANDOUT**





## WHAT IS ENTREPRENEURIAL COMPETENCE?

*"This defines entrepreneur and entrepreneurship - the entrepreneur always searches for change, responds to it, and exploits it as an opportunity."*

— Peter F. Drucker, Innovation and Entrepreneurship



To do any job in the world, you have to be competent, i.e. you have to be able to apply skills, knowledge, abilities, or strength to perform professional duties. In the ever-changing job market, we usually prioritise communication, problem-solving or self management, but when you first think of entrepreneurial competence, you will probably think of business owners and startup founders. And it would make much sense, but why is then entrepreneurial competence discussed for employees?

To answer this question, let's first define what entrepreneurship is - it is the process of identifying and creating opportunities for new business ventures or startups, managing a business idea, and creating monetary value. Ideally, the person(s) who owns any organisation is an entrepreneur, and people working for the entrepreneur are employees. Entrepreneurs are individuals who exhibit a high level of creativity, innovation, and resilience, seeking to bring new products, services, or solutions to the market.

Now it's much clearer why entrepreneurial competence would be important for both organisations and employees. According to a survey by Forbes, entrepreneurs are some of the most engaged and healthiest individuals in the world. The survey states that this could be because they are passionate about what they do and always looking for opportunities.

An employee with an entrepreneurial mindset (creative, out-of-the-box thinking, innovative, taking initiative and always looking for opportunities) 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.

Entrepreneurial competence is not something you're born with - it can be developed through education, experience and life-long learning.

## WHAT IS THE CONNECTION BETWEEN ENTREPRENEURIAL COMPETENCE AND DIGITAL AND SOCIAL MEDIA?



Digital and social media transformed the ways in which entrepreneurs communicate, organise and strategise. For example, it gives you access to information and knowledge, to industry insights and experiences from the most successful entrepreneurs, to countless online courses and training programs, millions of articles, blogs, podcasts, and video tutorials, as well as opportunities to connect with other professionals, industry experts, and potential partners.

Even if you don't wish to start your own businesses you can still benefit from improving your entrepreneurial competence because it will enhance your value as an employee, helping you stand out, and contribute more effectively to your organisation's success.

Here are some practical tips:

- **Educate Yourself:** Read books, attend workshops, take online courses, and follow blogs or podcasts related to entrepreneurship.
- **Learn from Others:** Follow successful entrepreneurs on social media and learn from their experiences, insights, and mistakes. Seek out opportunities for networking.
- **Embrace a Growth Mindset** - a willingness to learn, adapt, and view challenges as opportunities for growth. Be open to new ideas and be willing to step outside your comfort zone.
- **Develop Problem-Solving Skills:** Practice your problem-solving skills and find innovative solutions to problems by tackling challenges at work or in your personal life.

- **Enhance Creativity and Innovation:** Nurture your creativity by exploring new hobbies, brainstorming ideas, and thinking outside the box. Innovation is a key trait of successful entrepreneurs.
- **Take Initiative:** Show initiative in your role by identifying opportunities for improvement or efficiency. Propose new ideas to your superiors and demonstrate your willingness to contribute beyond your job description.

## CASE STUDY - THE DEEP PROJECT

Deep.

The DEEP project's main aim is to improve the professional chances of VET (vocational education and training) students with different backgrounds by developing their entrepreneurship skills alongside their digital skills. By treating these skill-sets in an integrative, interdisciplinary manner, the DEEP project innovates the learning process of skills traditionally seen in separation by

national curricula.

The DEEP project represents a significant effort to improve the professional opportunities of vocational education and training (VET) students with diverse backgrounds. By recognising the importance of integrating entrepreneurship skills with digital skills, the project takes a bold and innovative approach to enhance the learning process for VET students. The creation of online open courses on digital entrepreneurship, tailored for both teachers/mentors and students, demonstrates the project's commitment to accessibility and inclusivity.

The wide range of topics covered in the courses, from branding and digital communication to nurturing digital culture in entrepreneurship, reflects the project's comprehensive approach to equipping VET students with essential skills for success in the digital era. By providing these courses free of charge, the DEEP project ensures that barriers to access are minimised, allowing individuals from diverse backgrounds to benefit from the valuable knowledge and insights offered.

The project's supplementary materials, including a set of digital skills for entrepreneurship and best practices/case studies, add significant value to the learning experience. By showcasing real-world examples of successful implementations and lessons learned from various environments, VET students and educators can gain practical insights to put their knowledge into action effectively.

In summary, the DEEP project's commitment to integrating entrepreneurship and digital skills, coupled with its provision of accessible and valuable online courses and supplementary materials, is a commendable endeavour that has the potential to empower VET students and mentors alike. By fostering a culture of innovation and inclusivity, the project strives to bridge the gap between traditional skill sets and adapt them to the demands of the digital age. Through the DEEP project, aspiring entrepreneurs in the VET sector can develop the competencies and knowledge needed to thrive in the evolving landscape of digital entrepreneurship.

Find out more at the project's [website](#).

## QUESTIONS

1. How does the Erasmus+ project, The Deep Project, aim to build learners' entrepreneurial competences through digital technology?

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2. What are the primary goals of the project and what does it offer in connection to digital entrepreneurship?

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3. How do you think you could improve your entrepreneurial competences through digital and social media?

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# LEARNING ACTIVITY - MINDSET REFLECTION

<b>Transversal Theme</b>	Building Entrepreneurial Competences Through Digital and Social Media		
<b>Activity Title</b>	Mindset Reflection		
<b>Type of resource</b>	Learning Activity		
<b>Photo</b>	<div data-bbox="580 698 1259 1592" data-label="Image"> </div> <p data-bbox="699 1621 1142 1653">Photo by Georgie Cobbs on <a href="https://unsplash.com/photos/9111111111">Unsplash</a></p>		
<b>Duration of Activity (in minutes)</b>	60 minutes	<b>Learning Outcome</b>	<ul style="list-style-type: none"> <li>• To gain valuable insights into your mindset</li> <li>• To learn techniques to shift from fixed to growth thinking</li> </ul>

			<ul style="list-style-type: none"> <li>● Develop a personalised action plan for continuous growth</li> </ul>
<b>Aim of activity</b>	The aim of this activity is to help you improve your growth mindset through self-reflection, learning, and planning.		
<b>Materials Required for Activity</b>	<ul style="list-style-type: none"> <li>● Notebook or journal</li> <li>● Pen or pencil</li> <li>● Internet connection</li> <li>● Mobile phone or computer</li> </ul>		
<b>Step-by-step instructions</b>	<p><b>Step 1:</b> Watch <a href="#">this</a> short video that will explain what a growth mindset is. Take a few minutes to reflect. Are there areas where you tend to have a fixed mindset, believing that your abilities are limited, or a growth mindset, embracing challenges and growth?</p> <p><b>Step 2:</b> Take <a href="#">this</a> mindset assessment to learn more about your mindset. This is a a quick diagnostic tool that will give you personalized feedback. Compare the results with your initial thoughts.</p> <p><b>Step 3:</b> Watch <a href="#">this</a> video about 11 growth mindset strategies and then think about the following questions:</p> <ul style="list-style-type: none"> <li>● Which growth mindset strategies are mentioned in the video? Select three that you find most important.</li> <li>● Think about your experiences from personal or professional life that often trigger a fixed mindset in you. These could be times when you feel discouraged, fear failure, or doubt your abilities. (E.g., once you had a challenging task at work, felt overwhelmed and believed you lacked the necessary abilities to excel, ending with poor performance).</li> <li>● Think about your experiences from personal or professional life with growth mindset (E.g. You saw the challenge at work as an opportunity to learn and grow - you researched new strategies, sought advice from colleagues, persisted, and successfully completed the project). How did that make you feel?</li> <li>● Journal your thoughts on how you can apply these strategies to your personal and professional life. Identify specific areas where you want to foster a growth mindset.</li> </ul>		

	<p><b>Step 4:</b> Create a growth mindset action plan. Outline specific steps you will take to foster a growth mindset in your daily life. Set achievable and realistic goals to develop your growth mindset.</p>
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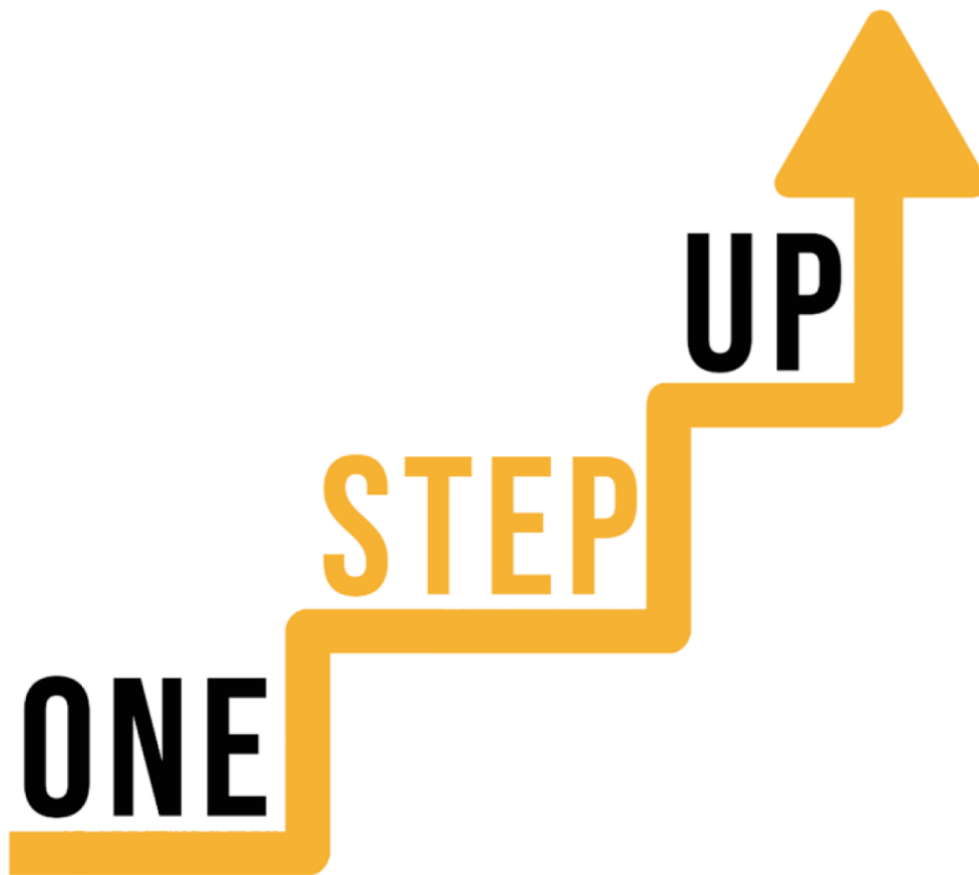
## ADDITIONAL READING OR STUDY MATERIALS

Congratulations, you have reached this point and completed your self-reflection activities related to Building Entrepreneurial Competence Through Digital and Social Media. What comes next? If you would like to learn more about the topics you have covered so far in this lesson, we have prepared the following additional reading materials for you. This section presents some links to extra materials and videos that we have found online that we think will help you to take the next step in developing your knowledge.

<b>Resource Title:</b>	Developing a Growth Mindset
<b>Topic Addresses:</b>	Building Entrepreneurial Competence Through Digital and Social Media
<b>Introduction to the resource:</b>	In this video, professor Carol Dweck answers this question whether we should tell our kids they are smart or talented as she talks about her groundbreaking work on developing mindsets. She emphasises the power of "yet" in helping students succeed in and out of the classroom.
<b>What will you get from using this resource?</b>	<ul style="list-style-type: none"> <li>● Gain valuable insights and knowledge about the power of mindsets, particularly the concept of "growth mindset" versus "fixed mindset";</li> <li>● How mindsets can significantly impact students' academic and personal success;</li> <li>● The significance of adding the word "yet" to statements.</li> </ul>
<b>Link to resource:</b>	<a href="https://www.youtube.com/watch?v=hiiEeMN7vbQ">https://www.youtube.com/watch?v=hiiEeMN7vbQ</a>



<b>Resource Title:</b>	The Entrepreneurial Mindset: From Kid to Entrepreneur
<b>Topic Addresses:</b>	Building Entrepreneurial Competence Through Digital and Social Media
<b>Introduction to the resource:</b>	In this talk, Kim discusses the incredible capacity that children have for creativity, risk-taking and brushing aside limitations. She explains that the qualities found in successful entrepreneurs are also prevalent in children, and argues that we need to foster these qualities - not squander them.
<b>What will you get from using this resource?</b>	<ul style="list-style-type: none"> <li>• Valuable insights into the entrepreneurial mindset that children naturally possess;</li> <li>• How fostering these qualities can lead to their overall growth and development.</li> </ul>
<b>Link to resource:</b>	<a href="https://www.youtube.com/watch?v=JiGJttyiqFs">https://www.youtube.com/watch?v=JiGJttyiqFs</a>



# ONE STEP UP



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