



MELBU Entrepreneurial Competency Building Course - Handbook -



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Course Name	Entrepreneurial Competency Building Course
Duration	45-hour Training Course
	MELBU Consortium
Developed by	Khulna University (KU), Khulna University of Engineering & Technology (KUET), Jashore University of Science and Technology (JUST), Bangabandhu Shaik Mujibur Rahman Science and Technology University (BSMRSTU) Gopalganj, North Western University (NWU), Northern University of Business and Technology Khulna (NUBTK), Leipzig University (LU) and Maritime University of Stettin
Founded by	Erasmus + Programme of European Union
Contact	Phone: +49 (0)341-9739762 Fax: +49-(0)341-9739279 Email: sept@uni-leipzig.de Website: www.sept.uni-leipzig.de



1. About MELBU Entrepreneurial Competency Building Course

Co-funded by the Erasmus+ Programme of the European Union, the project More Entrepreneurial Life at Bangladeshi Universities (MELBU) is a transnational cooperation project, based on multilateral partnerships between eight HEIs from Bangladesh, Germany and Poland. Together the partners developed a 45-hours Entrepreneurial Competency Building Course.

Overall goal is to teach and promote the culture of entrepreneurship and to provide students with proper mindset, skills and knowledge to prepare them for starting their own company as one of possible career paths as well as introduce entrepreneurial skills as a personal qualification.

2. Concept of MELBU Entrepreneurial Competency Building Course

2.1 Aim and Objective

The aim of the MELBU Entrepreneurial Competency Building Course is to develop and foster the entrepreneurial quality of students, to motivate them for achievement and to enable participants to be independent, capable, promising entrepreneurs. The objective is to prepare students to start their own enterprise after the completion of the training program and create social impact.

The 45-hour course program focuses predominantly on entrepreneurial and business issues. The course covers the main topics Entrepreneurship, Innovation and Leadership to empower students to take advantage of growth, upgrading and networking potentials by emphasizing on management, innovation, creativity, intelligent decision-making and relationships-building.

The objective of the course is that the students acquire necessary knowledge and skills required for organizing and carrying out entrepreneurial activities, to develop the ability of analysing and understanding business situations in which entrepreneurs act and to master the knowledge necessary to plan entrepreneurial activities.

On completion of this course students should:

- have a deep understanding of the concept of Entrepreneurship, Innovation and Leadership within the context of starting new businesses
- be able to understand and critically assess innovation, entrepreneurship and leadership management as a process
- analyze which competences and skills successful self-employed or employed entrepreneurs should bring with them
- explore their role within the context of starting businesses as future leaders
- compare their individual prerequisites with the career options of professional self-employment or innovator

2.2 Target Group

The course program is designed for students of the numerous fields and disciplines of a university. Graduates with degrees in subjects such as economics, business management, natural science, engineering, law politics, social science and humanities and related areas can apply.

In general, we address:

- Students who are interested in entrepreneurship and especially in creating social impact.
- Students who want to expand their skills to change society.
- Students who wants to use business skills to create social impact.

2.3 Requirements

General requirements:

Any student, with a valid studentship, studying in 5th and 6th semester in any of the disciplines of the University can apply for a spot in the MELBU 40-hour course program.

3. Structure of MELBU Entrepreneurial Competency Building Course

3.1 Forms of Tuition Mode of Delivery and Training

- Lectures
- Workshops
- Groupworks
- Simulations and Serious Games
- Competition (Pitch)

The program includes work in small teams and individual work. The students are expected to have already gained the ability to work individually during their first-degree studies.

A participatory approach to learning, as well as elements such as role play, case studies, and writing of reports and analyses are applied and practiced in order to promote entrepreneurial skills and behavior.

4. Content of MELBU Entrepreneurial Competency Building Course

4.1 Module overview in short

<p>Entrepreneurship</p>	<p>Module 1 Entrepreneurship</p> <ul style="list-style-type: none"> ▪ Business Model ▪ Value Proposition Design ▪ Market Research ▪ Learning from Competitors ▪ Design Thinking ▪ Understanding Customers ▪ Pitch Craft
<p>Innovation</p>	<p>Module 2 Innovation</p> <ul style="list-style-type: none"> ▪ 10 Types of Innovation ▪ Prototype Development ▪ Risk Analysis
<p>Leadership</p>	<p>Module 3</p> <ul style="list-style-type: none"> ▪ Team Building and Leadership ▪ Inclusive Leadership ▪ Effective Decision Making ▪ Negotiation Skills

The course curriculum is designed to combine formal course training with practical learning experiences. The course is underpinned by workshops, simulations and serious games to experience practical business situations, as well as working in teams.

It is mandatory to assist at least to 90 % of the course. Excused absences are to be proven. Students must inform the lecturer about any absence.

4.2 Module overview in detail

Module	Module Name: Entrepreneurship
Contents	This module illustrates in depth the main strategies and concepts of entrepreneurship and the management of business start-ups. Students will learn the methodologies for elaborating a Business Model. They get familiar with different creativity techniques and the design thinking approach to target customer and market needs in systematic way. In this way, they develop important competences which can be applied in the conception and planning of new businesses. Groups are formed and must encounter strategic decisions to business planning.
Objectives	<ul style="list-style-type: none"> ➤ The introduction to the entrepreneurship discussion ➤ To gain experience with entrepreneurial behaviour and skills ➤ To understand how to develop a business model ➤ To define business opportunities using group work
Teaching and learning methods	Lectures Workshops Group Work
Workload	20 hours learning
The module content in detail	<u>Entrepreneurship</u> <ul style="list-style-type: none"> • Developing a business model • Value proposition design • Market research instruments • Competitor analysis techniques • Design thinking methodology • Understanding customers • Pitch Training



Module	Module Name: Innovation
Contents	<p>Innovations are important factors for strengthening the competitiveness of any enterprise. Product and service innovations oriented to new or existing markets, as well as the development and implementation of new production processes and organizational structures are decisive factors in the marketplace. In market-driven innovation processes, the company's attention is focused on the newly discovered unfilled need of the potential customers. Today's possibilities to access information worldwide have changed the role of the customer in the global marketplace. Market-driven innovation management requires a systematic approach that allows for understanding and developing solutions which effectively respond to the fulfilment of the users' needs. The "customer's voice" must be integrated from the beginning in order to identify the clients' needs, wishes and the changing customer trends. Hence, the fuzzy nature at the front end of innovation processes requires the application of effective techniques and tools to drive this integration in a consistent way.</p>
Objectives	<ul style="list-style-type: none"> ➤ Introduction to specific aspects of innovation process ➤ To get to know the specific concepts in innovation ➤ To be able to apply innovation management tools ➤ Application of concepts in systematic problem solving
Teaching and learning methods	<p>Lectures Workshops Group Work</p>
Workload	10 hours learning
The module content in detail	<p><u>Innovation</u></p> <ul style="list-style-type: none"> • 10 Types of Innovation • Prototype Development • Risk Analysis

Module	Module Name: Leadership
Contents	This module enables students to take on leadership and management responsibility in a start-up or company independently, in a responsible position, and apply their commercial decision-making, responsibility and social competencies within the scope of specific technical and organizational issues within and in contact with and external partners.
Objectives	<ul style="list-style-type: none"> ➤ To learn the multiple concepts for leadership and human resource management in companies ➤ To get to know the concept of knowledge management and its relevance for start-ups ➤ The consideration of the success factors for the management of knowledge and human resources in small and medium-sized enterprises based on actual case studies ➤ To discuss and apply various concepts of organisational behaviour
Teaching and learning methods	Lectures Workshops Group Work
Workload	15 hours learning
The module content in detail	<u>Leadership</u> <ul style="list-style-type: none"> • Team Building and Leadership • Inclusive Leadership • Effective Decision Making • Negotiation Skills



4.3 Detailed programme of the course

Course is hold as following list of topics, which is mainly focusing on lectures. For each of the following lecture topic, there is at least 1h of workshop focusing on group work:

1. Meeting 1:
 - a. Presentations of participants (all students) - presentation of who is who,
 - b. Ice breaker: e.g. two truths and a lie, your superpower,
 - c. Effective decision making: dealing with business complexity, diving into the sea of change: culture and change management (lecture).
2. Meeting 2:
 - a. Presentation of student ideas,
 - b. Team building and leadership,
 - c. Selection of projects, presentation of planned results and rules of teamwork.
3. Meeting 3:
 - a. 10 types of Innovation (lecture),
 - b. Understanding customers (lecture).
4. Meeting 4:
 - a. Value proposition design (lecture).
5. Meeting 5
 - a. Business model canvas (lecture).
6. Meeting 6:
 - a. Design thinking (lecture).
7. Meeting 7:
 - a. Market research (lecture),
 - b. Learning from competitors (lecture),
 - c. Negotiation skills for leaders (lecture).
8. Meeting 8:
 - a. Risk analysis (lecture),
 - b. Inclusive leadership / leading with effective communication (lecture).
9. Meeting 9:
 - a. Pitch, how to do it right? (lecture),
 - b. Business idea prototype development (lecture).
10. Meeting 10:
 - a. Final pitches round
 - b. Winner announcement, summary of the classes

Each of the following topics can be covered by 45 minutes meeting, where all the questions are answered by the teachers.

4.4 Exemplary implementation as a 14-days summer school

Following table presents the course structure for content implementation as 14-day long summer school.

Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
Opening speeches by project leaders, program overview, rules	Presentations of students ideas (part 1)	Lecture: 10 Types of Innovation	Lecture: Value Proposition Design (I)	Lecture: Business Model Canvas (I)	Work in Teams and dedicated mentors on contents presented and discussed in the day 1-5 to prepare preliminary deliverables	Team-Building Activities
Presentations of partners and participants	Presentations of students ideas (part 2)	Group Work / Workshop	Group Work / Workshop	Group Work / Workshop		
Ice breaker - two truths and a lie	Lecture: Team Building and Leadership	Lecture: Understanding Customers	Lecture: Value Proposition Design (II)	Lecture: Business Model Canvas (II)		
Lecture: Effective Decision Making	Selection of projects, coach assignment, presentation of planned results and rules of teamwork	Group Work / Workshop	Group Work / Workshop	Group Work / Workshop		

Day 8	Day 9	Day 10	Day 11	Day 12	Day 13	Day 14
Lecture: Design thinking (I)	Lecture: Market Research	Lecture: Risk Analysis	Lecture: Pitch, how to do it right?	Lecture: Prototype Development	Work in teams and dedicated mentors to prepare final presentations	Final Pitches Round 1 (3 pitches and Q&A) Final Pitches Round 2 (3 pitches and Q&A) Winner Announcement Summary of the Summer School
Group Work / Workshop	Group Work / Workshop	Group Work / Workshop	Group Work / Workshop	Group Work / Workshop		
Lecture: Design thinking (II)	Learning from Competitors	Lecture: Inclusive Leadership				
Group Work / Workshop	Lecture: Negotiation Skills for Leaders	Group Work / Workshop				

5. Attachments

Teaching, Learning, Training Materials (Slides)

1. Entrepreneurship	2. Innovation	3. Leadership
1.1. Business Model	2.1. 10 Types of Innovation	3.1. Team Building and Leadership
1.2. Value Proposition Design	2.2. Prototype Development	3.2. Inclusive Leadership
1.3. Market Research	2.3. Risk Analysis	3.3. Effective Decision Making
1.4. Learning from Competitors		3.4. Negotiation Skills
1.5. Design Thinking		
1.6. Understanding Customers		
1.7. Pitch Craft		