



# Entrepreneurship Course Framework



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**Boosting Entrepreneurial Mindset  
of Students with Challenge-Based Learning**

**Akademia WSB  
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The course is planned with three main modules in total, each broken down into detailed sub- modules to guide students through the stages of developing a sustainable, impactful business idea:

#### **Module 1: Creating the Idea**

- Sub-Module 1.1: Innovation
- Sub-Module 1.2: Critical Thinking
- Sub-Module 1.3: Strategic Planning

#### **Module 2: Designing a Sustainable and Impactful Business Model**

- Sub-Module 2.1: Sustainable Entrepreneurship
- Sub-Module 2.2: Circular Economy

#### **Module 3: Impactful Leadership**

- Sub-Module 3.1: Leadership
- Sub-Module 3.2: Social Impact

Final Presentation Module: Bringing it all together to finalize and pitch the complete business model.

# Module 1.1: Innovation (CBL + Design Thinking)

## Big Idea: Sustainable Urban Living

- This theme encourages students to explore ways to improve life in urban environments through innovative and sustainable solutions. Urban areas face unique challenges related to waste, energy consumption, pollution, and limited green spaces, making innovation critical for enhancing quality of life while promoting environmental responsibility.

## Essential Question:

- “How can we make daily life in cities more sustainable and environmentally friendly?”

This question guides students to think broadly about urban sustainability, inspiring them to identify specific areas where innovation could reduce environmental impact or improve urban living.

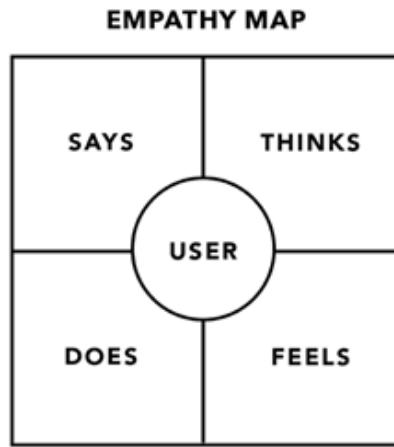
## Challenge:

- Challenge Definition: Within the theme of sustainable urban living, each group's challenge is to identify a specific, user-centered problem related to sustainability in cities and create an actionable solution. Students will apply empathy and user-focused research to ensure that their solutions are both relevant and impactful.
- Example Challenge: “Develop a solution to reduce single-use plastic consumption in urban households or to increase accessibility to green spaces in densely populated areas.”

## Guiding Activities (2 Hours Total)

### 1. Introduction to Big Idea, Essential Question, and Empathy (20 Minutes)

- Objective: Set the context for the session with the Big Idea and Essential Question, then build empathy by understanding the target user's perspective.
- Activities:
  - Introduction to the Big Idea (5 Minutes): Present the theme of “Sustainable Urban Living” to set the context, highlighting the importance of innovation for environmental and social improvement in cities.
  - Essential Question Framing (5 Minutes): Introduce the Essential Question to guide exploration.
  - Quick Empathy Mapping (10 Minutes): In small groups, students brainstorm a target user profile (e.g., urban residents concerned about sustainability) and create an empathy map to understand this user's thoughts, needs, and pain points.



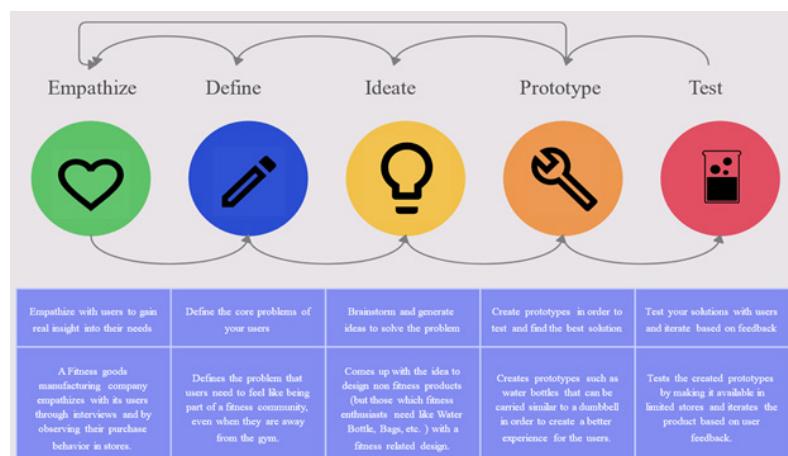
- Outcome: A shared understanding of the Big Idea, Essential Question, and empathy for the target user's perspective.

## 2. Define the Problem Statement (20 Minutes)

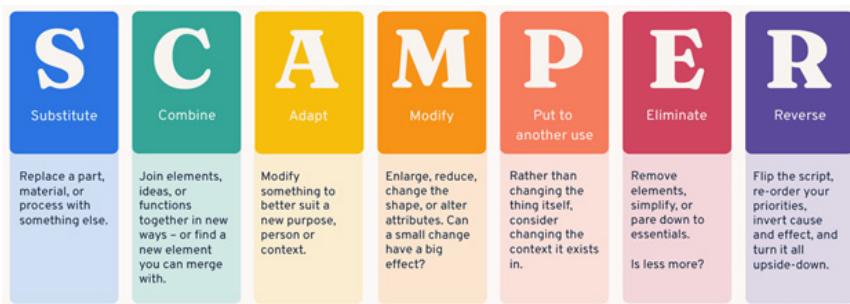
- Objective: Narrow down the Essential Question to define a specific, actionable problem based on user needs.
- Activities:
  - Problem Framing (10 Minutes): Each group uses insights from their empathy map to draft a “How might we...?” problem statement focused on a specific sustainability issue.
  - Peer Feedback on Problem Statements (10 Minutes): Groups exchange problem statements and provide feedback to ensure the problem is user-centered, actionable, and clearly defined.
- Outcome: A well-defined problem statement, providing a focused challenge for the ideation phase.

## 3. Ideate: Generating Creative Solutions (30 Minutes)

- Objective: Generate potential solutions to address the defined problem using Design Thinking techniques.



- Activities:
  - Divergent Thinking Brainstorm (15 Minutes): Groups brainstorm a variety of ideas using techniques like “How Might We” questions or SCAMPER to encourage creative thinking.



- Idea Selection and Brief Refinement (15 Minutes): Groups review their ideas, select the top 1-2 solutions that best address the problem, and briefly outline key features and benefits.
  - Outcome: A refined solution idea that is user-centered, creative, and directly addresses the defined problem.

#### 4. Prototype: Developing a Quick Visual Representation (30 Minutes)

- Objective: Create a low-fidelity prototype that visually communicates the core concept of the solution.
- Activities:
  - Prototype Sketching (20 Minutes): Groups create a quick prototype to illustrate their chosen solution, using a sketch, storyboard, or diagram.
  - Peer Review and Feedback (10 Minutes): Groups present their prototype to another group for feedback, noting suggestions for improvement.
- Outcome: A basic prototype with peer feedback to guide initial validation.

#### 5. Reflection and Wrap-Up (20 Minutes)

- Objective: Reflect on the CBL and Design Thinking process and discuss key insights.
- Activities:
  - Group Reflection (10 Minutes): Each group discusses key takeaways from defining the problem, ideating, and prototyping.
  - Class Sharing (10 Minutes): Groups briefly share their solution with the class, summarizing the problem it addresses and what makes it unique.
- Outcome: Reflective understanding of the CBL and Design Thinking process, with a solution idea ready for further development.

## Expected Outcomes for Module 1.1 (2 Hours)

- 1. Problem Statement:** A specific, user-centered problem statement that guides ideation.
- 2. Refined Solution Idea:** A creative, practical solution aligned with user needs.
- 3. Low-Fidelity Prototype:** A quick, visual representation of the solution that illustrates key features and user benefits.
- 4. Peer Feedback and Reflection:** Initial validation and insights into the ideation and prototyping process, providing a foundation for further development.

## Module 1.2: Critical Thinking (CBL + Six Thinking Hats)

### Big Idea: Evaluating Feasibility and Impact of Innovative Solutions

- This theme emphasizes the importance of critically assessing ideas from multiple perspectives to identify their strengths, potential risks, and areas for improvement. Critical thinking is essential for entrepreneurs to make informed decisions, refine their ideas, and enhance their solutions' feasibility and impact.

### Essential Question:

- “How can we evaluate and refine our solution to ensure it is impactful, feasible, and user-centered?”

This question encourages students to analyze their ideas thoroughly, exploring different perspectives to ensure their solutions are realistic, relevant, and aligned with user needs.

### Challenge:

- Challenge Definition:** Each group's challenge is to evaluate their solution from multiple perspectives using the Six Thinking Hats method. This approach will help them identify strengths, potential risks, and areas for improvement, ensuring their solution is robust and adaptable.
- Example Challenge:** “Critically evaluate our solution for reducing single-use plastic waste by considering its feasibility, user impact, potential risks, and improvements.”

## Guiding Activities (2 Hours Total)

### 1. Introduction to Six Thinking Hats and the Big Idea (15 Minutes)

- Objective:** Introduce the Six Thinking Hats framework and set the stage for evaluating the solution idea from multiple perspectives.
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### **The Six Hats:**



**The White Hat:**  
calls for information known or needed. "The facts, just the facts."



**The Yellow Hat:**  
symbolizes brightness and optimism. You can explore the positives and probe for value and benefit



**The Black Hat:**  
signifies caution and critical thinking - do not overuse! Why something may not work



**The Green Hat:**  
focuses on creativity, possibilities, alternatives and new ideas. It is an opportunity to express new concepts and new perceptions - lateral thinking could be used here



**The Blue Hat:**  
is used to manage the thinking process. It ensures that the 'Six Thinking Hats' guidelines are observed.



**The Red Hat:**  
signifies feelings, hunches and intuition - the place where emotions are placed without explanation

- Activities:

- Overview of the Six Thinking Hats (5 Minutes): Briefly explain each of the Six Thinking Hats and how they represent different thinking perspectives:
  - White Hat: Facts and information.
  - Red Hat: Emotions and intuition.
  - Black Hat: Caution and risks.
  - Yellow Hat: Benefits and optimism.
  - Green Hat: Creativity and new ideas.
  - Blue Hat: Process and organization.
- Review of the Big Idea and Essential Question (10 Minutes): Recap the importance of critical evaluation for innovative solutions and the need to view ideas from multiple angles to ensure their effectiveness and feasibility.
  - Outcome: An understanding of the Six Thinking Hats framework and the importance of structured, balanced analysis for enhancing solution impact.

## **2. Apply the Six Thinking Hats to Solution Analysis (1 Hour 30 Minutes)**

- Objective: Use the Six Thinking Hats to examine the solution idea from different perspectives, identifying strengths, risks, and areas for improvement.
- Activities:
  - White Hat (Facts and Information) (10 Minutes): Groups list known facts and data about their solution, considering questions like, "What relevant data or research supports our solution?" and "What information do we still need?"
  - Red Hat (Emotions and Intuition) (10 Minutes): Students explore emotional and intuitive responses to their solution, asking, "How might the user feel about this solution?" and "What emotional impact could it have?"
  - Black Hat (Caution and Risks) (10 Minutes): Groups identify potential risks, weaknesses, or challenges, considering "What could go wrong?" and "What are the limitations of our solution?"

- Yellow Hat (Benefits and Optimism) (10 Minutes): Students focus on the positive impact and potential benefits, asking, “What value does our solution provide?” and “How can it positively affect users or society?”
- Green Hat (Creativity and New Ideas) (10 Minutes): Groups brainstorm creative ways to improve or expand their solution, exploring “How might we enhance this idea?” and “Are there additional features that could increase its impact?”
- Blue Hat (Process and Organization) (10 Minutes): Groups summarize their analysis, organizing key points and outlining any adjustments they plan to make. They discuss, “What steps should we take to refine our solution?” and “How will we address identified challenges?”
- Outcome: A comprehensive analysis of the solution from multiple perspectives, providing each group with a well-rounded view of its strengths, limitations, and opportunities for enhancement.

### 3. Quick Reflection and Refinement (15 Minutes)

- Objective: Reflect on insights gained from the analysis and make quick adjustments to the solution.
- Activities:
  - Group Reflection (10 Minutes): Each group reviews the feedback gathered from each hat and discusses key insights. They identify specific areas where the solution can be improved or clarified.
  - Solution Refinement (5 Minutes): Based on the analysis and group reflection, students make quick adjustments to their solution idea, enhancing areas such as functionality, user appeal, or feasibility.
- Outcome: A refined solution idea, strengthened through structured, multi-perspective analysis.

### Expected Outcomes for Module 1.2 (2 Hours)

1. **Six Thinking Hats Analysis:** A thorough, structured evaluation of the solution, covering facts, emotional appeal, risks, benefits, creativity, and organizational steps.
2. **Refined Solution Idea:** An improved solution that addresses potential challenges, maximizes benefits, and incorporates creative enhancements.
3. **Reflection and Next Steps:** Insights on the value of critical analysis in entrepreneurship, with actionable steps for further refining the solution.

## Module 1.3: Strategic Planning (CBL + Business Model Canvas)

### Big Idea: Building a Viable and Impactful Business Model

- This theme emphasizes the need to structure a business idea effectively to ensure it is both viable and impactful. A well-organized business model helps entrepreneurs clarify how they will deliver value, reach customers, generate revenue, and ensure sustainability in a real-world context.

### Essential Question:

- “How can we plan and structure our business to ensure long-term success and meaningful impact?”

This question encourages students to think critically about the essential components of a business model and the importance of strategic planning in achieving sustainable success.

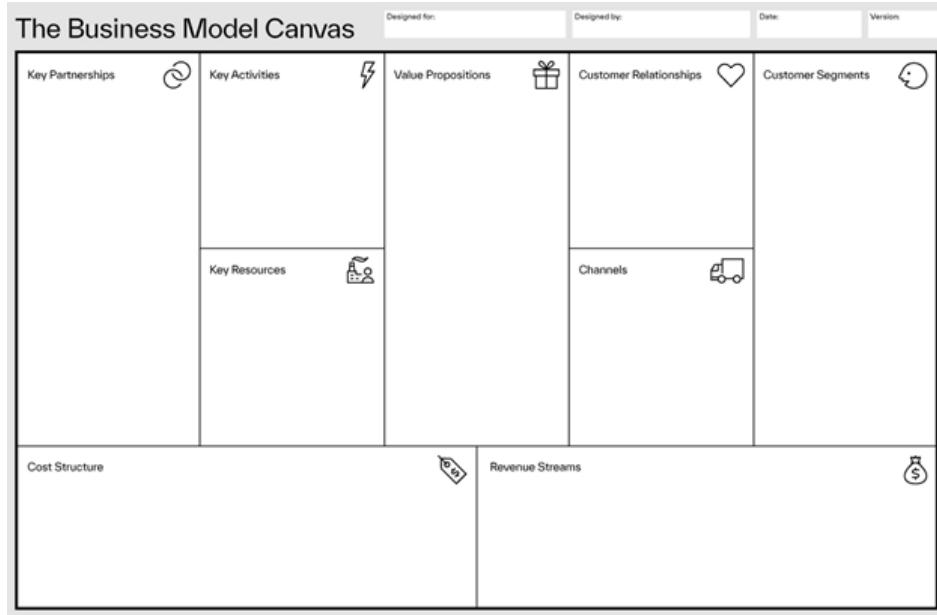
### Challenge:

- Challenge Definition: Using the solution idea developed in previous modules, each group’s challenge is to create a strategic plan that translates their concept into a workable business model. Students will complete a Business Model Canvas, mapping out the key elements necessary to make their idea viable and impactful.
- Example Challenge: “Design a strategic business model that effectively launches a solution to reduce single-use plastic in urban households while generating revenue and engaging customers.”

### Guiding Activities (2 Hours Total)

#### 1. Introduction to Strategic Planning and the Business Model Canvas (15 Minutes)

- Objective: Introduce the concept of strategic planning in entrepreneurship and explain how the Business Model Canvas (BMC) can be used to create a structured, high-level business plan.



- Activities:
  - Mini-Lecture on Strategic Planning (5 Minutes): Provide a brief overview of strategic planning, highlighting its role in entrepreneurship. Discuss how a strong business model helps turn ideas into feasible businesses by addressing key components like value proposition, customer segments, and revenue streams.
  - Overview of the Business Model Canvas (10 Minutes): Introduce each section of the Business Model Canvas, explaining how it helps organize a strategic business plan:
    - Customer Segments
    - Value Proposition
    - Channels
    - Customer Relationships
    - Revenue Streams
    - Key Resources
    - Key Activities
    - Key Partners
    - Cost Structure
- Outcome: A foundational understanding of the Business Model Canvas and its role in building a structured, strategic business model for the solution.

## 2. Define Key Business Model Components (45 Minutes)

- Objective: Use the Business Model Canvas to outline the essential components of the solution, aligning each part with business goals and user needs.
- Activities:
  - Value Proposition and Customer Segments (15 Minutes): Groups define the value proposition of their solution and identify their primary customer segments. They answer questions such as, “What problem are we solving for our customers?” and “Who will benefit most from our solution?”
  - Revenue Streams and Cost Structure (15 Minutes): Groups determine potential revenue streams and outline the main cost structure for their business. They discuss “How will we generate income?” and “What major costs will we incur?” to gauge financial feasibility.
  - Key Resources and Activities (15 Minutes): Groups identify the key resources and activities required to implement their solution. They consider “What resources are essential to delivering this solution?” and “What activities are critical to our business operations?”
- Outcome: A partially completed Business Model Canvas that details the value proposition, customer segments, revenue streams, cost structure, key resources, and key activities.

## 3. Goal Setting and Action Steps (30 Minutes)

- Objective: Establish actionable short-term goals that align with the Business Model Canvas, providing a roadmap for continued development.
- Activities:
  - SMART Goals Workshop (10 Minutes): Introduce the concept of SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goals. Each group sets 2-3 SMART goals aligned with the main areas of their Business Model Canvas.

<b>S</b>	<b>Specific</b>	Make your goal specific and narrow for more effective planning	
<b>M</b>	<b>Measurable</b>	Make sure your goal and progress are measurable	
<b>A</b>	<b>Achievable</b>	Make sure you can reasonably accomplish your goal within a certain time frame	
<b>R</b>	<b>Relevant</b>	Your goal should align with your values and long-term objectives	
<b>T</b>	<b>Time-based</b>	Set a realistic but ambitious end date to clarify task prioritization and increase motivation	

- Action Step Planning (10 Minutes): For each goal, groups outline clear action steps, addressing “What specific actions do we need to take to achieve this goal?” and “What resources or support will we need to execute these actions?”
- Peer Review of Goals (10 Minutes): Groups share their goals and action steps with another group, receiving feedback to ensure that the goals are realistic, clear, and relevant to the strategic plan.
- Outcome: A set of SMART goals with actionable steps, guiding the next stages in developing the business.

#### 4. Reflection and Next Steps (20 Minutes)

- Objective: Reflect on the strategic planning process, solidify understanding, and define immediate next steps for refining the business model.
- Activities:
  - Group Reflection (10 Minutes): Each group reflects on their learning from using the Business Model Canvas and setting SMART goals, discussing how these tools help create a structured, goal-oriented roadmap for their business.
  - Class Sharing (10 Minutes): Groups share their primary takeaways and immediate next steps, summarizing the strategic focus and areas they plan to further develop.
- Outcome: A reflective understanding of strategic planning, with clear next steps for further refining the business model in future modules.

#### Expected Outcomes for Module 1.3 (2 Hours)

1. Completed Business Model Canvas (Draft): A high-level strategic plan outlining customer segments, value proposition, revenue streams, cost structure, key resources, and activities.
2. SMART Goals and Action Steps: Actionable, specific steps aligned with the strategic business model to guide further development.
3. Reflection and Next Steps: Insights on strategic planning and an actionable plan for advancing the business model, preparing students for the next stages in the course.

# Module 2.1: Sustainable Entrepreneurship (CBL + SDGs Framework)

## Big Idea: Creating Sustainable and Impactful Business Models

- This theme emphasizes the importance of embedding sustainability within business practices. By aligning their business models with the United Nations Sustainable Development Goals (SDGs), students can design businesses that contribute positively to environmental and social outcomes, while also achieving financial success.

### Essential Question:

- “How can we build a business that not only achieves financial success but also creates a positive impact on society and the environment?”

This question encourages students to think holistically about sustainability and impact, considering how their business model can address critical global challenges while remaining viable.

### Challenge:

- Challenge Definition: Each group’s challenge is to identify specific SDGs that align with their business model and outline sustainability goals that support these SDGs. They will develop actionable steps to incorporate sustainability into their business model, ensuring that their venture is structured to generate meaningful impact.
- Example Challenge: “Define how our solution to reduce single-use plastic aligns with specific SDGs, and establish sustainability goals to make our business environmentally and socially responsible.”



## Guiding Activities (2 Hours Total)

### 1. Introduction to Sustainable Development Goals (SDGs) and Sustainable Entrepreneurship (15 Minutes)

- Objective: Introduce the SDGs framework and the concept of sustainable entrepreneurship, highlighting the value of aligning business practices with global sustainability goals.
- Activities:
  - Overview of the SDGs (5 Minutes): Briefly introduce the 17 Sustainable Development Goals, explaining how they aim to address major global issues like poverty, inequality, and climate change.
  - Mini-Lecture on Sustainable Entrepreneurship (10 Minutes): Discuss the role of sustainable entrepreneurship in creating positive environmental and social impact. Provide examples of businesses that have successfully aligned with specific SDGs, like reducing carbon footprints or improving community well-being.
- Outcome: A foundational understanding of the SDGs and how they apply to sustainable business models, preparing students to align their own business ideas with specific goals.

### 2. Identify Relevant SDGs and Set Sustainability Goals (30 Minutes)

- Objective: Help students identify SDGs that align with their solution and create targeted sustainability goals.
- Activities:
  - SDG Alignment Workshop (15 Minutes): In small groups, students identify 1-3 SDGs that are most relevant to their business idea. They discuss questions like “Which SDGs does our solution naturally support?” and “What goals are achievable within our business model?” For example, a solution focused on reducing plastic waste may align with SDG 12 (Responsible Consumption and Production) and SDG 13 (Climate Action).
  - Setting Sustainability Goals (15 Minutes): For each selected SDG, groups define specific, actionable sustainability goals that their business can realistically achieve. Goals should be measurable and tied directly to the SDGs, like “Reduce plastic packaging waste by 50% within the first two years” or “Use 80% locally sourced materials to decrease carbon emissions.”
- Outcome: A list of relevant SDGs and sustainability goals that provide direction for making the business model environmentally and socially impactful.

### 3. Integrate Sustainability into the Business Model Canvas (30 Minutes)

- Objective: Use the Business Model Canvas to incorporate sustainability principles, ensuring that the business model aligns with the group’s sustainability goals.
- Activities:
  - Business Model Canvas Review (10 Minutes): Groups revisit their Business Model Canvas from Module 1.3, focusing on sections where sustainability can be integrated (e.g., Value Proposition, Customer Segments, Key Activities, Key Partners).

- Sustainability Integration Workshop (15 Minutes): In each section of the Business Model Canvas, groups brainstorm specific ways to incorporate their sustainability goals. For example, in “Key Activities,” they might add “Use recycled materials in production,” and in “Customer Segments,” they might target “Eco-conscious consumers.”
- Peer Review and Feedback (5 Minutes): Groups exchange their updated Business Model Canvas with another group for quick feedback on the feasibility and clarity of their sustainability integration.
- Outcome: An updated Business Model Canvas that integrates sustainability goals, demonstrating a commitment to the selected SDGs and sustainable practices.

#### 4. Reflection and Next Steps (15 Minutes)

- Objective: Reflect on the process of integrating sustainability into the business model and discuss next steps for implementing the identified sustainability goals.
- Activities:
  - Group Reflection (10 Minutes): Each group reflects on the value of aligning their business with the SDGs, discussing challenges they encountered in setting sustainability goals and identifying immediate next steps for implementation.
  - Class Sharing (5 Minutes): Groups briefly present one of their sustainability goals and explain how it aligns with their chosen SDGs, receiving feedback on its potential impact and feasibility.
- Outcome: A reflective understanding of sustainable entrepreneurship and a clear plan for implementing sustainability goals in their business model.

#### Expected Outcomes for Module 2.1 (2 Hours)

1. **SDG Alignment:** Identification of 1-3 SDGs that align with each group’s business idea, providing a clear sustainability focus.
2. **Sustainability Goals:** Specific, actionable sustainability goals that support the chosen SDGs and align with the business model.
3. **Updated Business Model Canvas:** An updated Business Model Canvas with sustainability goals integrated into the business’s core structure.
4. **Reflection and Next Steps:** Insights on sustainable entrepreneurship and defined next steps to implement sustainability goals in the business.

## Module 2.2: Circular Economy (CBL + Circular Business Model Canvas)

### Big Idea: Building a Sustainable Circular Business Model

- This theme emphasizes moving away from traditional linear business models (produce-use-dispose) to a circular approach that minimizes waste, maximizes resource efficiency, and extends product life cycles. Students will learn to design business models that create closed-loop systems, promoting sustainability and resilience.

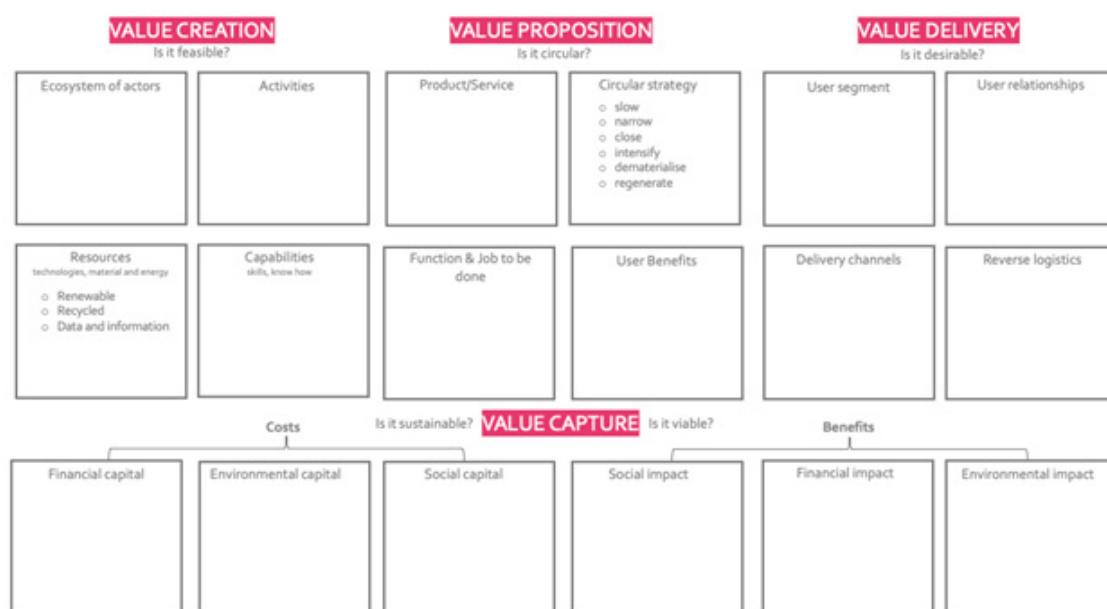
### Essential Question:

- “How can we design a business model that minimizes waste and maximizes resource efficiency to create a sustainable circular business?”

This question encourages students to explore ways their business model can operate sustainably by rethinking resource use, product lifecycle, and customer engagement to support a circular economy.

### Challenge:

- Challenge Definition: Each group’s challenge is to adapt their current business model to align with circular economy principles, using the Circular Business Model Canvas (CBMC) to map out sustainable strategies that reduce waste and increase resource efficiency.
- Example Challenge: “Redesign our business model to reduce waste and promote resource reuse, creating a sustainable and circular approach that minimizes environmental impact.”



## Guiding Activities (2 Hours Total)

### 1. Introduction to Circular Economy Principles and the Circular Business Model Canvas (15 Minutes)

- Objective: Introduce core principles of the circular economy and explain how the Circular Business Model Canvas (CBMC) can help create sustainable business models.
- Activities:
  - Mini-Lecture on Circular Economy Principles (5 Minutes): Present an overview of the circular economy, focusing on concepts like waste reduction, product life extension, and resource efficiency.
  - Overview of the Circular Business Model Canvas (10 Minutes): Introduce the Circular Business Model Canvas, explaining how it differs from the traditional Business Model Canvas and focuses on circular elements:
    - Value Proposition: Offering sustainable, circular value.
    - Key Resources and Key Partners: Emphasizing resources that can be reused, recycled, or regenerated.
    - Revenue Streams: Exploring alternative models such as leasing, subscription, or product-as-a-service.
    - Customer Relationships and Channels: Involving customers in the circular system (e.g., product returns for recycling).
    - Cost Structure: Lowering costs through resource efficiency and waste reduction.
- Outcome: An understanding of circular economy principles and the CBMC, preparing students to rethink their business model through a sustainable lens.

### 2. Redefine Key Business Model Components with Circular Economy Principles (30 Minutes)

- Objective: Guide students in reworking their business model to incorporate circular economy principles using the CBMC.
- Activities:
  - Value Proposition and Customer Relationships (10 Minutes): Groups redefine their value proposition and customer relationships to align with circular principles, asking, “How can our product offer circular value?” and “How can we engage customers in a closed-loop process?”
  - Key Resources, Key Partners, and Cost Structure (10 Minutes): Groups explore resource efficiency by identifying resources that can be reused or recycled and partnerships that support circularity, such as suppliers of recycled materials.
  - Revenue Streams and Channels (10 Minutes): Groups brainstorm alternative revenue models, such as leasing or product-as-a-service, and identify customer channels that facilitate circular engagement.
- Outcome: A partially completed CBMC that incorporates circular economy principles, covering sustainable value propositions, resource efficiency, customer engagement, and alternative revenue streams.

### 3. Identify Circular Strategies and Action Steps (30 Minutes)

- Objective: Develop specific strategies for implementing circular practices and define action steps to bring these strategies to life.
- Activities:
  - Circular Strategy Brainstorm (15 Minutes): Groups brainstorm strategies for circularity, such as using recyclable materials, implementing take-back programs, or designing products for repairability.
  - Action Step Planning (10 Minutes): Groups outline action steps for each strategy, discussing what resources, partnerships, or processes are needed to implement them.
  - Peer Feedback (5 Minutes): Groups share their circular strategies and action steps with a peer group for feedback on feasibility and clarity.
- Outcome: A set of actionable strategies and steps to implement circular practices, ready for practical application in their business model.

### 4. Reflection and Next Steps (15 Minutes)

- Objective: Reflect on the integration of circular principles and outline immediate next steps for implementing circular economy practices.
- Activities:
  - Group Reflection (10 Minutes): Groups discuss their learning process, insights gained from rethinking their model through a circular approach, and any challenges encountered.
  - Class Sharing (5 Minutes): Each group presents one key circular strategy and explains how it contributes to a more sustainable business model.
- Outcome: A reflective understanding of circular economy integration, with a clear action plan for further developing circular practices in the business model.

### Expected Outcomes for Module 2.2 (2 Hours)

1. **Circular Business Model Canvas:** A revised CBMC that adapts the business model to circular economy principles, incorporating sustainable value propositions, resource-efficient practices, and alternative revenue streams.
2. **Circular Strategies and Action Steps:** Actionable strategies and steps to implement circular practices within the business model.
3. **Reflection and Next Steps:** Insights into the importance of a circular economy approach, with specific next steps for refining and implementing circular elements in the business.

# Module 3.1: Leadership (CBL + Leadership Styles Assessment)

## Big Idea: Developing Impactful Leadership in Entrepreneurship

- This theme emphasizes the importance of self-awareness and adaptability in leadership. Effective leaders understand their unique strengths and limitations and apply their skills to inspire, guide, and influence others in entrepreneurial settings. By aligning leadership style with team needs and business goals, entrepreneurs can drive positive outcomes and foster a collaborative, resilient culture.

## Essential Question:

- “How can I lead effectively in entrepreneurial settings, leveraging my unique strengths while adapting to different challenges?”

This question encourages students to explore how their leadership style can help them motivate and influence others, make decisions, and handle challenges in ways that promote team success and business growth.

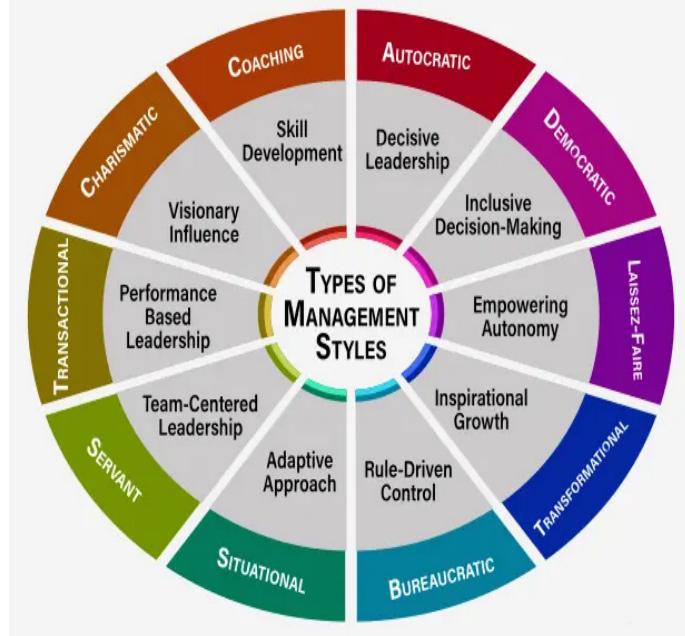
## Challenge:

- Challenge Definition: Each student’s challenge is to identify their personal leadership style, understand its key strengths and areas for improvement, and develop a plan to apply their leadership style effectively in various entrepreneurial scenarios.
- Example Challenge: “Define my leadership style and create a strategy for applying it effectively to lead a diverse team, inspire innovation, and manage challenges in an entrepreneurial setting.”

## Guiding Activities (2 Hours Total)

### 1. Introduction to Leadership in Entrepreneurship and Leadership Styles (15 Minutes)

- Objective: Introduce the concept of leadership in entrepreneurial contexts and discuss various leadership styles.
- Activities:
  - Mini-Lecture on Leadership in Entrepreneurship (5 Minutes): Provide a brief overview of leadership qualities essential for entrepreneurs, such as adaptability, resilience, vision, and empathy, and how these contribute to effective team management and business growth.
  - Introduction to Leadership Styles (10 Minutes): Introduce common leadership styles (e.g., transformational, servant, autocratic, democratic, situational) and explain how each style can be effective in different scenarios. Discuss how understanding one’s style can guide strategic approaches in business.



- Outcome: A foundational understanding of leadership styles and the significance of flexible, impactful leadership in entrepreneurship, preparing students for self-assessment.

## 2. Leadership Styles Assessment and Self-Reflection (30 Minutes)

- Objective: Help students identify their personal leadership style and reflect on how it shapes their approach to leading others.
- Activities:
  - Leadership Styles Assessment (15 Minutes): Each student completes a quick self-assessment to determine their primary leadership style. They review their results, noting key characteristics, strengths, and potential limitations associated with their style.
  - Self-Reflection Exercise (15 Minutes): Individually, students reflect on their assessment results, considering questions like "How does my leadership style influence my decision-making and interactions with others?" and "What strengths can I leverage, and what areas could I improve to be more effective?"
- Outcome: A clear understanding of each student's primary leadership style, with insights into strengths and areas for growth, providing a foundation for creating an effective leadership strategy.

## 3. Apply Leadership Style to Entrepreneurial Scenarios (30 Minutes)

- Objective: Guide students in applying their leadership style to common entrepreneurial challenges and explore strategies to adapt when necessary.
- Activities:
  - Scenario-Based Application (15 Minutes): Present students with entrepreneurial scenarios (e.g., leading a team through a crisis, inspiring innovation, handling conflict, or motivating a diverse team). In pairs or small groups, students discuss how they would apply their leadership style to address each scenario effectively, considering the strengths and limitations of their style.

- Adaptation and Flexibility Discussion (15 Minutes): Facilitate a group discussion on the importance of adaptability in leadership. Encourage students to think about how they might adjust their approach in different situations, especially when their primary style might not be the most effective. Students share strategies they could use to enhance their adaptability as leaders.
- Outcome: Practical experience in applying leadership styles to entrepreneurial situations, with strategies for adapting leadership approaches as needed to enhance effectiveness.

#### **4. Action Plan for Leadership Development (30 Minutes)**

- Objective: Create an actionable plan for developing leadership skills and adapting leadership style in entrepreneurial settings.
- Activities:
  - Setting Leadership Goals (15 Minutes): Each student identifies 2-3 specific leadership goals based on their self-assessment and scenario applications. Goals should be SMART (Specific, Measurable, Achievable, Relevant, Time-bound), such as “Improve active listening skills to enhance team communication within the next three months” or “Practice delegation to empower team members in future group projects.”
  - Action Steps and Resources (10 Minutes): For each goal, students outline actionable steps, such as practicing specific skills, seeking feedback, or finding a mentor. They also identify resources or support they may need.
  - Peer Review of Action Plans (5 Minutes): Students exchange action plans with a peer for quick feedback on clarity and relevance, ensuring goals are practical and achievable.
- Outcome: A personalized leadership development plan that includes specific goals, steps, and resources for becoming an adaptable and impactful leader in entrepreneurial settings.

#### **Expected Outcomes for Module 3.1 (2 Hours)**

1. **Leadership Style Self-Assessment:** Identification of each student’s primary leadership style, along with insights into strengths and areas for growth.
2. **Scenario-Based Application:** Experience in applying leadership style to entrepreneurial scenarios, including strategies for adapting and enhancing effectiveness.
3. **Leadership Development Action Plan:** A concrete plan for leadership growth, including SMART goals, actionable steps, and resources for continued development.
4. **Reflection and Next Steps:** A reflective understanding of leadership style in practice, with actionable steps for further development in entrepreneurial contexts.

## Module 3.2: Social Impact (CBL + Theory of Change)

## Big Idea: Creating Socially Impactful Business Models

- This theme focuses on the importance of integrating social impact into entrepreneurial ventures. By aligning business goals with social objectives, students can design businesses that address specific societal needs, contribute positively to communities, and track their impact through measurable outcomes.

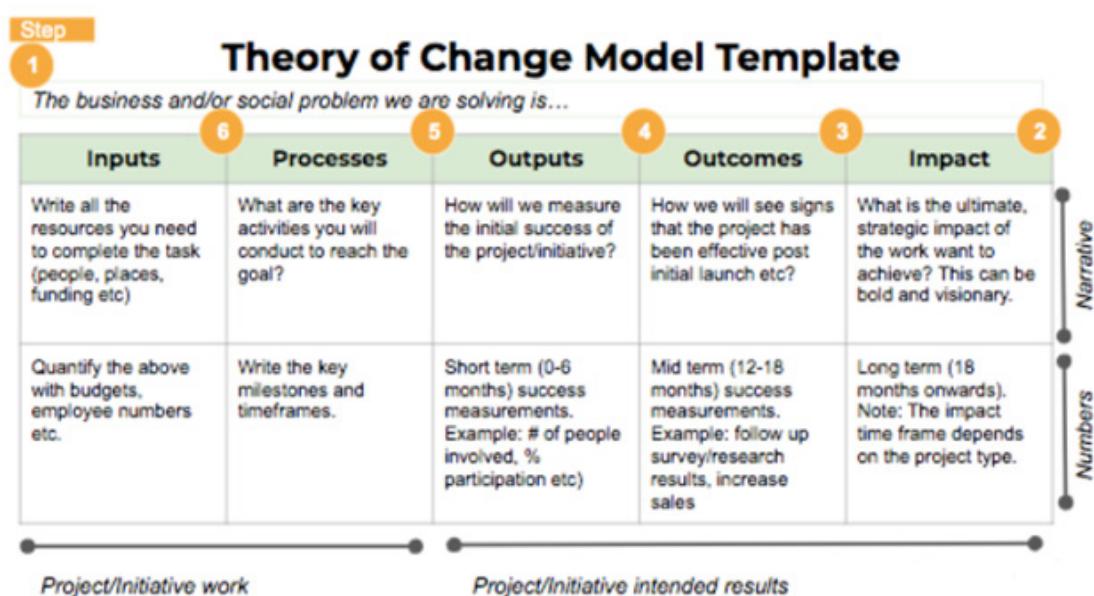
## Essential Question:

- “How can my business create a measurable social impact that addresses a specific community need?”

This question encourages students to think beyond profit, exploring how their business can make a meaningful difference in society by targeting and addressing pressing social issues.

## Challenge:

- **Challenge Definition:** Each group's challenge is to define a social impact objective for their business, develop a Theory of Change that maps the steps needed to achieve this objective, and establish metrics for measuring their impact.
- **Example Challenge:** “Create a Theory of Change for reducing plastic waste in urban communities, detailing the social impact goal, necessary activities, and measurable outcomes.”



## Guiding Activities (2 Hours Total)

### 1. Introduction to Social Impact and Theory of Change (15 Minutes)

- Objective: Introduce the concept of social impact in business and explain the Theory of Change framework as a tool for planning and measuring impact.
- Activities:
  - Mini- Lecture on Social Impact in Business (5 Minutes): Discuss the significance of social impact for entrepreneurs, with examples of businesses that successfully address social issues while maintaining profitability (e.g., reducing poverty, increasing access to clean water).
  - Overview of Theory of Change (10 Minutes): Introduce the Theory of Change framework, explaining how it helps outline a pathway from actions to outcomes. Key components include:
    - Impact Goal: The overarching social change the business seeks to achieve.
    - Outcomes: Short-term and intermediate changes that contribute to the impact goal.
    - Activities: Specific actions or interventions required to reach each outcome.
    - Inputs/Resources: Resources necessary to carry out the planned activities.
- Outcome: Familiarity with the Theory of Change and an understanding of how to map a pathway to social impact, preparing students to define and plan their impact goals.

### 2. Define Social Impact Goal and Map Outcomes with Theory of Change (30 Minutes)

- Objective: Help students set a clear social impact goal and identify the short-term and intermediate outcomes needed to achieve it.
- Activities:
  - Define Social Impact Goal (10 Minutes): Each group defines a specific social impact goal that aligns with their business model. They answer questions like “What social issue does our business aim to address?” and “What positive change do we want to see in our community?”
  - Map Short-Term and Intermediate Outcomes (10 Minutes): Groups outline the short-term and intermediate outcomes that lead toward the social impact goal. For example, for a business focused on reducing plastic waste, a short-term outcome might be “Increased community awareness about plastic alternatives,” while an intermediate outcome might be “Reduced single-use plastic consumption in local households.”
  - Identify Key Activities to Achieve Outcomes (10 Minutes): Groups list the specific activities required to achieve their outcomes, considering “What actions will help us reach each outcome?” and “What steps are necessary to engage our target community?”
- Outcome: A Theory of Change outline with a clear social impact goal, mapped outcomes, and essential activities to achieve the desired impact.

### 3. Identify Resources and Establish Metrics for Measuring Impact (30 Minutes)

- Objective: Identify the resources needed to execute the Theory of Change and establish metrics to measure the social impact.
- Activities:
  - Determine Inputs/Resources (10 Minutes): Groups list resources required to implement their activities, such as funding, partnerships, or educational materials. They ask, “What resources do we need to reach our outcomes?” and “Who can we partner with to extend our impact?”
  - Establish Impact Metrics (15 Minutes): For each outcome, groups define measurable indicators to track progress toward the social impact goal. Questions include “How will we track our progress?” and “What indicators will show we’re achieving our outcomes?” Metrics might include numeric targets, community feedback, or behavior changes.
  - Peer Feedback on Metrics (5 Minutes): Groups exchange metrics with another group for feedback, ensuring that the metrics are clear, realistic, and relevant.
- Outcome: A list of necessary resources and specific metrics to measure progress, providing a structured approach for tracking and evaluating social impact.

### 4. Reflection and Next Steps (15 Minutes)

- Objective: Reflect on the social impact planning process and discuss next steps for implementing the Theory of Change.
- Activities:
  - Group Reflection (10 Minutes): Groups discuss what they learned from creating a social impact plan, noting any challenges and the importance of aligning business activities with social objectives. They also outline next steps for implementing and refining their Theory of Change.
  - Class Sharing (5 Minutes): Each group shares a key takeaway from the session and briefly discusses how they will measure their success in creating social impact.
- Outcome: A reflective understanding of social impact planning, with a clear plan for applying the Theory of Change to track and achieve the defined social impact goal.

### Expected Outcomes for Module 3.2 (2 Hours)

1. **Theory of Change Outline:** A structured plan that includes a social impact goal, mapped outcomes, key activities, and necessary resources for achieving the desired social impact.
2. **Impact Measurement Metrics:** A set of specific, measurable indicators to track progress and assess the success of the social impact goal.
3. **Reflection and Next Steps:** Insights on the value of social impact in entrepreneurship and a defined plan for implementing and refining the social impact plan.

# Alternative scenarios for guiding the NextGen Entrepreneurship Course

These five alternative scenarios will guide students from the identification of a Big Idea to a fully developed startup model that addresses key challenges with innovation, strategic planning, and social impact. Each pathway leverages unique perspectives and structured methodologies to ensure cohesive, impactful solutions that can be scaled and sustained in real-world settings.

## 1. Big Idea: Green Consumerism

- Essential Question: “How can we inspire and enable people to make more sustainable choices in their daily lives?”

- Module 1.1: Innovation

Identify a specific problem related to green consumerism, such as excessive single-use plastics or lack of eco-friendly alternatives in the market. Generate ideas for products or services that promote sustainable consumer habits.

- Module 1.2: Critical Thinking

Evaluate the feasibility and impact of the solution using the Six Thinking Hats. Assess benefits (e.g., reduced waste), risks (e.g., production costs), and creative angles (e.g., unique features that encourage sustainable choices).

- Module 1.3: Strategic Planning

Use the Business Model Canvas to outline a green consumerism startup that targets environmentally conscious customers, defines sustainable value, and establishes effective channels for engagement.

- Module 2.1: Sustainable Entrepreneurship

Align the business with relevant SDGs, such as SDG 12 (Responsible Consumption and Production) and SDG 13 (Climate Action). Develop sustainability goals, like using 100% recyclable materials.

- Module 2.2: Circular Economy

Adapt the business model to integrate circular economy principles, such as a refillable product system, packaging take-back programs, or compostable materials to reduce waste.

- Module 3.1: Leadership

Identify leadership strategies for fostering a green culture within the startup and inspiring stakeholders, partners, and customers to prioritize sustainability.

- Module 3.2: Social Impact

Develop a Theory of Change to measure the startup’s impact on consumer habits and waste reduction. Establish metrics like the reduction in single-use plastic consumption or the number of consumers opting for eco-friendly alternatives.

## 2. Big Idea: Resource Optimization and Waste Reduction

- Essential Question: “How can we design systems that minimize waste and make the most out of available resources?”
- Module 1.1: Innovation

Identify a specific resource that is commonly wasted (e.g., water, food, energy) and brainstorm solutions that optimize its usage. Ideas could range from waste-tracking apps to resource-efficient product designs.
- Module 1.2: Critical Thinking

Use the Six Thinking Hats to assess the solution’s practicality, potential environmental benefits, and creative opportunities. Consider the emotional impact of waste reduction on users (e.g., financial savings, environmental satisfaction).
- Module 1.3: Strategic Planning

Build out the startup’s business model using the Business Model Canvas, focusing on the value of waste reduction and defining clear customer segments interested in resource efficiency.
- Module 2.1: Sustainable Entrepreneurship

Align the startup’s goals with SDGs, such as SDG 6 (Clean Water and Sanitation) for water optimization or SDG 7 (Affordable and Clean Energy) for energy efficiency. Set measurable sustainability objectives.
- Module 2.2: Circular Economy

Integrate circular economy principles by designing a closed-loop system, where resources are reused, recycled, or repurposed. Explore partnerships for resource recovery and upcycling.
- Module 3.1: Leadership

Develop leadership strategies to drive a resource-efficient culture and influence partners, employees, and customers to adopt waste-reducing practices.
- Module 3.2: Social Impact

Create a Theory of Change to track the startup’s impact on reducing waste and resource consumption. Define metrics such as the reduction in resource use or customer participation in waste-reduction programs.

## 3. Big Idea: Community Connectivity and Digital Innovation

- Essential Question: “How can we use technology to create more connected, supportive communities?”
- Module 1.1: Innovation

Identify a specific connectivity challenge, such as isolation in urban areas or lack of access to community resources. Brainstorm digital solutions, such as community engagement platforms or local support networks.

- **Module 1.2: Critical Thinking**  
Use the Six Thinking Hats to analyze the digital solution's strengths, such as improved access, while addressing potential risks, such as data privacy. Explore creative aspects, like user-friendly design.
- **Module 1.3: Strategic Planning**  
Outline a business model that leverages digital tools to support community engagement, using the Business Model Canvas to define customer segments and channels for reaching users.
- **Module 2.1: Sustainable Entrepreneurship**  
Align with SDGs such as SDG 9 (Industry, Innovation, and Infrastructure) and SDG 11 (Sustainable Cities and Communities). Define goals like improving digital access or fostering a greater sense of community.
- **Module 2.2: Circular Economy**  
Integrate principles of sustainability by promoting resource-sharing within communities (e.g., a tool library) and ensuring the digital infrastructure itself is energy-efficient.
- **Module 3.1: Leadership**  
Identify leadership techniques to foster a sense of inclusivity and community among users, focusing on empathy and active listening to meet diverse needs.
- **Module 3.2: Social Impact**  
Develop a Theory of Change to measure the social impact on community connectivity and support. Track outcomes like user engagement, resource-sharing, and increased community support.

#### **4. Big Idea: Digital Literacy and Bridging the Digital Divide**

- **Essential Question:** “How can we ensure equal access to digital resources and empower people with essential digital skills?”
- **Module 1.1: Innovation**  
Identify a digital literacy challenge, such as lack of access to digital tools or training. Brainstorm solutions like digital education programs, community tech hubs, or low-cost devices.
- **Module 1.2: Critical Thinking**  
Use the Six Thinking Hats to analyze the solution's accessibility, potential impact, and required resources. Explore ways to make digital literacy programs engaging and impactful.
- **Module 1.3: Strategic Planning**  
Develop a business model using the Business Model Canvas, targeting underprivileged communities and defining partnerships with educational institutions or tech companies.
- **Module 2.1: Sustainable Entrepreneurship**  
Align with SDGs, such as SDG 4 (Quality Education) and SDG 10 (Reduced Inequalities). Set goals for expanding digital access and promoting equitable tech education.

- **Module 2.2: Circular Economy**

Incorporate circular practices by reusing technology donations, refurbishing devices, or designing a tech recycling program within the business model.

- **Module 3.1: Leadership**

Develop leadership strategies focused on advocacy and community empowerment, encouraging the team to work toward digital inclusivity.

- **Module 3.2: Social Impact**

Create a Theory of Change to measure the startup's impact on digital literacy. Establish metrics like the number of individuals gaining digital skills or increased access to online resources.

## **5. Big Idea: Climate Resilience and Adaptation**

- **Essential Question:** "How can we help communities become more resilient and adapt to the impacts of climate change?"

- **Module 1.1: Innovation**

Identify a climate resilience challenge, such as managing extreme weather or ensuring food security. Brainstorm solutions like community resilience training, adaptive infrastructure, or resource-sharing networks.

- **Module 1.2: Critical Thinking**

Use the Six Thinking Hats to evaluate the solution's feasibility, impact, and limitations. Consider the emotional and social aspects of resilience, such as safety and community support.

- **Module 1.3: Strategic Planning**

Use the Business Model Canvas to build a model focused on climate resilience, outlining partnerships with local governments or environmental organizations.

- **Module 2.1: Sustainable Entrepreneurship**

Align with SDGs such as SDG 13 (Climate Action) and SDG 11 (Sustainable Cities and Communities). Define goals to increase community resilience and prepare for environmental changes.

- **Module 2.2: Circular Economy**

Integrate circular economy principles by incorporating sustainable materials and closed-loop systems in infrastructure or resource-sharing mechanisms.

- **Module 3.1: Leadership**

Develop leadership skills in crisis management, empathy, and collaboration to effectively lead climate adaptation efforts and engage communities.

- **Module 3.2: Social Impact**

Create a Theory of Change to measure resilience outcomes. Track metrics like community preparedness levels, adoption of adaptive practices, and improved safety.

# Final Presentation Module: Bringing It All Together

The Final Presentation Module brings all previous modules together, providing students with the opportunity to showcase their startup's journey from ideation to a fully developed business model. The focus on storyboarding, feedback, and practice ensures that each group can confidently present their ideas and demonstrate their potential for real-world impact.

## **Objective:**

The final presentation module is designed to help students integrate all components of their business model, refine their pitch, and effectively present their startup idea to an audience. This module guides students through finalizing their business model, preparing a compelling pitch, and receiving feedback to polish their ideas for real-world applications.

### **1. Module Recap and Integration (30 Minutes)**

- Objective: Summarize the key insights and outputs from each module, ensuring all elements are aligned in a cohesive business model.
- Activities:
  - Review Key Components (15 Minutes): Each group reviews the major elements developed across modules, including the Big Idea, value proposition, sustainable practices, circular model, leadership strategies, and social impact goals.
  - Integrate Components into the Business Model Canvas (15 Minutes): Students complete a final version of their Business Model Canvas, ensuring that all aspects – from innovation and sustainability to leadership and social impact – are aligned and clearly defined.
- Outcome: A comprehensive and cohesive business model, ready for pitching, that reflects all the work done across the modules.

### **2. Pitch Development and Storyboarding (30 Minutes)**

- Objective: Develop a compelling narrative and structure for the pitch, focusing on clarity, engagement, and impact.
- Activities:
  - Storyboard the Pitch (10 Minutes): Groups create a storyboard outlining the key points of their pitch. They structure it to cover the problem, solution, market opportunity, unique selling points, sustainability practices, and social impact.
  - Crafting the Narrative (10 Minutes): Groups develop a concise, engaging narrative that highlights their business's journey, the impact it aims to achieve, and what sets it apart. They ensure the story flows logically and resonates with their audience.
  - Slide Deck Preparation (10 Minutes): Students prepare a brief slide deck (5-7 slides), focusing on visuals and key talking points rather than text-heavy slides. Suggested slides include:
    - Problem and Solution

- Value Proposition
- Target Market and Customer Segments
- Sustainability and Circular Practices
- Leadership Approach
- Social Impact Goals
- Call to Action and Next Steps
- Outcome: A structured and engaging pitch outline, complete with a clear narrative and visual slides to support their presentation.

### 3. Practice and Feedback (30 Minutes)

- Objective: Practice the pitch in front of peers or mentors, receive constructive feedback, and refine based on input.
- Activities:
  - Initial Pitch Practice (15 Minutes): Groups present their pitch to a small audience of peers or mentors, aiming for a 5-7 minute presentation followed by a brief Q&A.
  - Feedback Session (10 Minutes): Audience members provide feedback on areas such as clarity, engagement, and persuasiveness. They suggest specific improvements in content or delivery.
  - Refinement and Adjustments (5 Minutes): Groups make quick adjustments to their pitch based on the feedback received, focusing on improving any areas needing clarification or emphasis.
- Outcome: A polished pitch that is clear, persuasive, and well-paced, with actionable insights incorporated.

### 4. Final Pitch Presentation and Q&A (30 Minutes)

- Objective: Deliver a professional pitch presentation to an audience, showcasing the complete business model and its social, environmental, and market impact.
- Activities:
  - Final Presentation (20 Minutes): Each group presents their final pitch, demonstrating their understanding of their business model's impact and value. They are encouraged to engage their audience and convey enthusiasm for their idea.
  - Q&A Session (10 Minutes): After each pitch, the audience (classmates, mentors, or invited guests) has the opportunity to ask questions. This segment allows groups to demonstrate their understanding of the business model and address potential concerns confidently.
- Outcome: A successful presentation that conveys the group's startup idea in a clear, engaging, and impactful way, reflecting the integration of all learning modules.

## Expected Outcomes for the Final Presentation Module

- 1. Completed Business Model Canvas:** A finalized, cohesive business model that integrates innovation, sustainability, leadership, and social impact.
- 2. Polished Pitch Deck and Narrative:** A visually appealing, well-structured slide deck and engaging narrative that highlights the startup's journey, impact, and value.
- 3. Refined Pitch Presentation Skills:** Practical experience in presenting a business model and responding to feedback, preparing students for real-world pitching scenarios.
- 4. Constructive Feedback and Continuous Improvement:** Constructive insights from peers and mentors to refine their presentation and improve overall clarity and effectiveness.

Proposed steps to improve the depth and practical application of each module and to optimize the final presentation phase

These adjustments aim to create a more immersive, hands-on learning experience, strengthening the real-world applicability and success of students' business models. By expanding reflection, introducing financial and marketing planning, encouraging user-centered prototyping, and incorporating expert feedback, the course would support students in developing resilient and impactful entrepreneurial ventures.

### 1. Enhance Real-World Application through Partnerships

Partner with local businesses, social enterprises, or government agencies to provide students with real-world challenges and insights.

Each module could involve a case study or collaboration with an organization. For example, in Module 2 (Sustainable and Impactful Business Model), a sustainability-focused business could present a real challenge they face, allowing students to propose relevant solutions. This brings an element of applied learning and professional exposure.

Potential outcome: Students gain practical experience and professional contacts, enhancing their entrepreneurial mindset and network.

### 2. Expand Reflection and Peer Review Components for Each Module

Adding more structured reflection and peer feedback sessions at the end of each module.

Modules could include reflective exercises where students journal insights after each module and share these reflections with peers in a structured feedback session. Peers could provide feedback based on a rubric, encouraging critical thinking and self-improvement.

Potential outcome: Students develop a habit of iterative improvement, integrating constructive feedback to refine their approach and business model.

### **3. Integrate Financial Planning and Feasibility Analysis Module**

Adding a dedicated module on financial planning and feasibility analysis.

Following Module 1.3 (Strategic Planning), it could be introduced a short module focused on budgeting, revenue projections, and resource allocation to teach students about financial sustainability.

Potential outcome: This module would ensure students understand the financial aspects of their business model, supporting their long-term planning and helping them craft a viable financial strategy for the final pitch.

### **4. Develop a Detailed Marketing Strategy Module**

Including a standalone module on marketing and brand strategy.

In the final phases of Module 2, incorporate a session on identifying key messaging, branding, and reaching target customer segments effectively. This would include digital marketing basics, customer segmentation, and storytelling techniques.

Potential outcome: Students will be better prepared to communicate their value proposition clearly and understand how to position their brand in a competitive landscape, which is crucial for their final presentation.

### **5. Encourage Iterative Prototyping and Testing**

Encourage iterative prototyping with real user feedback in Module 1.1 (Innovation) and Module 1.2 (Critical Thinking).

Guide students to create low-fidelity prototypes and conduct brief user testing sessions, collecting feedback early on. Students could refine their prototypes based on this feedback, promoting a user-centered design approach.

Potential outcome: Students build products based on real user needs, helping them avoid common pitfalls and creating solutions that are more likely to succeed in the market.

### **6. Strengthen Social Impact Metrics in Module 3.2**

Expand the “Theory of Change” exercise to include detailed impact metrics and outcomes tracking.

Have students create a metrics dashboard to track the social impact of their business over time, such as measuring community engagement, environmental footprint, or user satisfaction. Offer guidance on setting realistic, measurable outcomes.

Potential outcome: Students gain skills in impact measurement, preparing them to manage and communicate their social contributions effectively to stakeholders.

### **7. Expand the Final Presentation Module to Include Multiple Pitch Formats**

Structuring the final presentation phase to include various pitch formats, such as a “2-minute eleva-

tor pitch”, “5-minute investor pitch”, and “10-minute comprehensive pitch”.

Each student group could prepare three versions of their pitch for different contexts. Additionally, include a mock Q&A session where peers or external mentors challenge the feasibility, impact, and sustainability of the ideas presented.

Potential outcome: Students develop flexibility in presenting their ideas concisely and thoroughly, gaining confidence in addressing potential investor questions and refining their storytelling.

## **8. Incorporate Mentorship and Feedback from Industry Experts**

Bring in industry experts and entrepreneurs as guest mentors, especially in modules focused on strategic planning, sustainable practices, and the final pitch.

Experts could join specific modules, providing live feedback on business model designs and pitches. Alternatively, online mentorship sessions could be scheduled for students to ask questions and gain insights from real-world experiences.

Potential outcome: Students benefit from expert knowledge, learning to anticipate industry challenges and align their business models more closely with professional standards.





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