



Entrepreneurship studies module

120 training hours (ca 4.5 EKAP)

	Entrepreneurship studies		2 EKAP	
Module responsible:			1 st year	2 EKAP
Teachers:				(120 contact hours + 12 independent work)
Objective:				
The teaching aims to ensure that the student has acquired a competence (knowledge, skills, attitudes) that enables him or her to be an enterprising employee or self-employer.				
In the implementation of entrepreneurship education as a method of developing entrepreneurship, the focus is on the development of entrepreneurship competence as a general competence, which can be used in all areas of life and supports the development of professional knowledge and skills of learners at all levels and types of education.				
Learning outcomes (general competences)	Evaluation criteria	Study methods	Module content and topics	
Learning outcome 1 Understands prerequisites and skills related to one's own entrepreneurship EET 01 Entrepreneurship concepts NB! The acquisition of this learning outcome does not necessarily take place as one	- Compiles self-analysis. - Actively contributes to teamwork and, if necessary, takes on a leadership role. (Alternatively: demonstrates high motivation and initiative, with the ability to independently motivate oneself and others.) - Communicates clearly and effectively. - Utilizes IT solutions.	Group work: Includes methods such as the cafeteria method and inverted classroom. Creative tasks: Includes brainstorming methods. Information visualization: Techniques for representing data visually. Simulations: Includes serious gaming, followed by learner reflection. For example, playing through scenarios related to the management of business processes. (See <i>Edu ja Tegu</i>, p. 70, Issuu link.)	Value-creating thinking and problem-solving skills: - Creativity - Problem-solving skills - Planning - Ethics and sustainability Solving social situations: - Initiative - Communication skills - Collaboration skills	

complete block, but is integrated into the learning activities of other learning outcome		• Role-playing: Engaging in simulated roles to explore scenarios. • Discussions: Includes case analyses and other discussion formats. • Motivational interviewing: Techniques for engaging and motivating individuals. • Experience sharing: Opportunities for learners to share their experiences. • Mentoring: Serving as a mentor for other teams during teamwork activities. • Presentations: Includes elevator pitches and presenting data to specific audiences. • Reflection: Utilizing models such as Gibbs' Reflective Cycle. • Goal setting: Applying the SMART model to set and achieve goals. • Self-analysis: Preparation using the Onion method.	
Learning Outcome 2 Understands the factors supporting and limiting the business environment. EET 02 Generating feasibility business ideas	• Describes personal opportunities: Identifies and explains opportunities for acting as an entrepreneur or enterprising employee, based on the business environment relevant to the specialty being studied. • Analyses regional business environment: Collaborates as a team to describe the regional business environment, highlighting both supporting and limiting factors. • Utilizes IT tools: Employs IT tools to analyze the business environment.	• Self-analysis of opportunities: Assess your own opportunities within the business environment. • Regional business environment analysis: Collaborate as a team to analyse the regional business environment. • Brainstorming: Generate ideas and solutions collaboratively. • Case study: Examine and analyse a specific business scenario.	Secure location for business activities: • Demographics: Understand the population characteristics and trends relevant to business. • Economic practices and cultural specificities: Consider the practices and cultural aspects that influence economic activities. • Global trends: Analyse global trends that impact business environments. • Essence of innovation: Recognize the importance and impact of innovation in business.

EET 03 Starting a business	• Describes company establishment process: As a team, outlines the process of establishing a company according to the chosen form of entrepreneurship.	• Interviews and meetings: Conduct interviews and meetings with local entrepreneurs. • Guest speaker: Host a representative from a business incubator. • Simulations and Role-Playing Games: Engage in simulations and role-playing activities to explore business scenarios. • Customer Survey: Conduct surveys to understand the target audience. • Product/Service Analysis: Analyze an existing product or service. • Reflection: Reflect on your experiences and learning outcomes. • Peer review: Provide and receive feedback through peer reviews. • Route map: Develop a route map outlining strategic plans or processes. • Prototyping: Create prototypes to test concepts and ideas. • Testing: Evaluate and test prototypes or ideas.	• Business ethics: Understand ethical considerations in business practices. Business environment: • Market economy: Familiarize yourself with the principles of a market economy. • Macroeconomics and microeconomics: Understand both macroeconomic and microeconomic factors. • Commercial law: Study the laws governing commercial transactions. • Taxes: Learn about taxation and its implications for businesses. • Economic cycles: Recognize the phases of economic cycles and their effects on business. • Consumer purchasing power: Analyze factors influencing consumer purchasing power. Forms of Entrepreneurship: • Support structures for novice entrepreneurs: Identify resources and support available for new entrepreneurs. • Access to capital and sources of funding: Explore options for capital and funding sources available to entrepreneurs.
Learning outcome 3 Value creation. Analysis of the target audience: Research and understand the needs, preferences, and behaviours of your target	• Uses IT tools for marketing: Leverages IT tools to promote a product or service effectively. • Defines and analyses the problem: Identifies and examines the core problem to understand its nature and implications. • Describes target groups and market: Collaborates as a team to define target groups and analyse	• Customer survey: Conduct a survey to gather insights from the target audience. • Analyse existing products/services: Evaluate and analyse existing products or services to understand their strengths and weaknesses. • Reflection: Reflect on experiences, learnings, and outcomes to inform future decisions.	Concept of value creation: • Cultural, social, and economic value creation: Understand how businesses can create value across cultural, social, and economic dimensions. Sustainability: • Sustainability practices: Incorporate sustainable practices into business operations and strategy. Target group analysis:

audience to identify opportunities. Identifying customer problems: Determine the problems or challenges faced by customers that your business can address. Creating a business idea: Develop innovative ideas that solve customer problems and create value. Sustainability: Incorporate sustainable practices and considerations into your business model and operations. Product/service development: Design and develop your product or service based on customer needs and market research. Prototyping and testing: Create prototypes to test your product or service and gather	the market based on the identified problem. • Finds a solution: Develops a business idea based on the analysis of the problem and target audience. • Compiles a journey map: Creates a journey map for the target group to evaluate the suitability of the business idea. • Creates a prototype: Develops a prototype of the business idea for testing and evaluation. • Tests the prototype: Evaluates the prototype with the target audience to gather feedback. • Designs the product/service: Tailors the product or service design to meet the needs and preferences of the end user. • Compiles a marketing plan: Develops a comprehensive marketing plan, including messaging and visuals for various channels. • Implements a marketing plan: Executes the marketing plan in one selected channel to test its effectiveness.	• Peer review: Participate in a peer review process to provide and receive constructive feedback. • Route map: Develop a route map outlining strategic plans or processes. • Prototyping: Create prototypes to test and refine your business idea. • Testing: Conduct tests on prototypes or ideas to assess their effectiveness and gather feedback.	• Different target groups: Identify and analyze various target groups to tailor business strategies. • Customer journey: Map the customer journey to understand and enhance the customer experience. Business idea development: • Problem analysis: Identify and analyze problems to understand the needs and challenges of the target audience. • Creating a business idea: Develop innovative business ideas based on problem analysis and target audience insights. Product and service design: • Product design: Design products that meet customer needs and preferences. • Service design: Develop services that effectively address customer requirements. • Prototyping and testing: Create and test prototypes to refine product or service designs. Marketing: • Marketing strategy: Develop a marketing strategy with defined target audience and goals. • Marketing channels: Utilize various marketing channels including posters, social media posts, packaging, TV, and radio. • Internet and social media marketing: Implement online marketing strategies through social media and other digital platforms. • Message: Craft a clear and compelling message to communicate with the target audience.
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feedback for improvements. Marketing: Implement marketing strategies, including packaging, social media, and other marketing tactics to promote your product or service. EET 02 Generating feasibility business ideas EET 05 Getting into business			
Learning outcome 4 Financial literacy EET 03 Starting a business EET 04 Managing business	Personal (Family) budget: • Create a budget: Develop a personal or family budget using IT skills (using Excel or similar tools). • Maintain the budget: Track and manage the budget for one month to ensure accurate financial monitoring. Business plan: • Create a business plan: Develop a comprehensive business plan as a team, utilizing spreadsheet and word processing software, following a provided guide.	• Case analysis: Analyse an existing business plan and budget to evaluate their effectiveness and identify areas for improvement. • Reflection: Reflect on the learning experiences and outcomes from the case analysis and other activities. • Peer review: Engage in a peer review process to provide and receive feedback on work such as business plans and budgets. • Discussions: Participate in discussions, including case analyses, to explore and understand various business scenarios. • Guest lectures and practicums: Attend lectures and practical sessions to gain insights and knowledge.	• Basics and terminology: Understand fundamental concepts such as income, expenses, budgeting and tracking, interest, loans, debt, savings, and investments. • Personal financial decisions: Engage in financial planning to make informed personal financial decisions. • Banking and payment systems: Explore banking and payment systems, including online banking and other digital solutions. • Risk management and insurance: Learn about risk management strategies and insurance options to protect against financial risks. • Business plan: Develop a comprehensive business plan outlining business goals, strategies, and financial projections.

		• Role-playing games: Act as a financial mentor or financier representative in role-playing games to simulate the preparation of a team's business plan and budget.	• Company financing options: Explore various options for financing a company, including loans, equity, and other funding sources. • Economic accounting: Study economic accounting principles to understand financial reporting and analysis.
Learning outcome 5 Applies communication skills and techniques to ensure the sustainability of the company EET 03 Starting a business EET 04 Managing business EET 05 Getting into business	• Compiles a pitch deck: Creates a pitch deck and uses it to present the product or service to other learners. • Collects and analyses customer feedback: Gathers customer feedback and compiles an analysis using digital applications. • Maps Cooperation partners: Identifies and maps potential cooperation partners for the development of the product or service.	• Presentations: Deliver pitches and presentations to the target audience. • Role-playing games and simulations • Customer interview simulation • Customer survey analysis	• Business relationships and networking: Build and maintain business relationships through effective networking and communication platforms. • Customer relationships and maintenance: Manage customer relationships by focusing on customer satisfaction and feedback. • Pitching: Develop and deliver elevator pitches, and respond convincingly to investor questions. • Sales cycle: Understand and engage in the active sales process throughout the sales cycle. • Customer Interviews: Conduct interviews, including focus groups and in-depth interviews, to gather valuable customer insights. • Communication styles: Adapt communication styles to effectively interact with different target audiences.
Study methods	Brainstorming, presentation, teamwork, solving practical tasks based on a guide, problem-solving tasks, project work, prototyping, reflection		
Independent study	Practice tasks, project work, prototyping, testing		
Assessment of learning outcomes	Learning outcomes are assessed in a non-differentiated way. To achieve a positive result of a learning outcome (A – calculated), a positive result (A-calculated) is required in all assessment criteria of the learning outcome.		

	Prerequisites for the formation of positive results of the assessment criteria: • participating in teamwork on site throughout the sprint • actively contributing to teamwork • participation in a sequential sprint at all stages of the design sprint (problem mapping, goal formulation, problem analysis, target group journey mapping, problem solving sketching, participation in decision-making processes, prototyping and testing) • presentation • evaluation of the effectiveness of teamwork • making a summary reflection
Module summary score criteria	The module is evaluated in a non-differentiated way. "Considered", threshold: All learning outcomes must be positive (A-calculated), only in this case the module grade will be positive (A-calculated).
Study materials	• Knapp, J., Zeratsky, J., Kowitz, B. (2017). Sprint: How to solve big problems and try out new ideas in just five days. Tallinn: Äripäev. • Instructions prepared by the teacher • Design Thinking Learning Materials: ○ Design Thinking for Educators: https://media.voog.com/0000/0036/6676/files/Disainm%C3%B5tlemise%20KR.pdf ○ Designer workbook: https://media.voog.com/0000/0036/6676/files/DT%20t%C3%B6%C3%B6vihik%20.pdf • Hartley, A., Gómez, E. D. (2019). 5 Tips for running a Successful Design Sprint. Video. https://www.ideo.com/journal/5-tips-for-running-a-successful-design-sprint [20.05.2024]