

Module 3 – Female entrepreneurship



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Agenda

Diagnostic scan

Gender differences in learning styles

Substantiation of learning material

Method of learning material + example

Management game



Diagnostic scan female entrepreneurship

Based upon an explorative study (included in course material)

Five entrepreneurial competences

Recommendations per competence

Starting point of the portfolio throughout the course



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Gender differences in learning styles

Learning styles: VARK *(Neil Fleming)*

Visual

Aural/Oral (auditory)

Read/Write

Kinesthetic



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Practical remarks

- 5 parts
- 27 contact hours
- approximately the same amount of self study (including individual guidance)
- Theory book
- Practice book
- Teacher's manual + toolkit
- Student manual
- Portfolio



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Substantiation learning material

- Dominant discourse of entrepreneurship
- Definition of entrepreneurial competences
- Distinct differences in behavior on five entrepreneurial competences
- The Entrepreneurial Competence Framework (EntreComp)
- ‘Female characterized’ competences



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Substantiation learning material

Different behaviors of male and female entrepreneurs on entrepreneurial competences.

1. **Self-efficacy**
2. **Decision making (financial)**
3. **Management style**
4. **Network ability**
5. **Risk tolerance**



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Student Manual

Part 1. Introduction of the course and competences:

1 module of 3 hours

Part 2. Knowing your business: 2 modules of 3 hours

Part 3. Surroundings: 2 modules of 3 hours

Part 4. Action and Organize: 2 modules of 3 hours

Part 5. Management Game: 2 modules of 3 hours



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Method learning material

Teacher manual

- Freedom of choice in teaching theory and assignments, taking learning outcomes (student manual) into account
- Preparation of the lessons
- Assignments for students are copied and accompanied by guidelines
- Access to all research that the course is based upon



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Example

Part 1. Competences

Prep Course 1.

- Describe a fictive business that the students can perform the course on (in case they do not own a business).
- Teach theory of competences (prepare your knowledge of the subject)
- Teach theory of ‘female’ entrepreneurial competences (prepare your knowledge of the subject)
- Assignment 1: Game “Who am I?”



Using the STARR method



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Let's play!

Defining your general competences!

Pick four competences you feel you master.



Situation

Describe a situation wherein you acted according to the concerning competence. Who were present? Where did it take place?

Task

What was the task to perform? What role was expected of you?

Action

What actions did you perform? How did you handle it?

Result

What was the result of your actions? What was the effect of your actions upon yourself and others?

Reflection

Was it adequately? (Was it enough?) What improvement is possible? Give an example of an action that would improve the outcome.



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Part 1. Introduction of the course and competences

- Diagnostic scan entrepreneurial competences
- Educational game ‘Who am I?’
- Competences of the future (Portfolio)



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Part 2. Knowing your business

- Several assignments for stating a mission
- Testing the mission statement
- From mission statement to business competences
- Defining your (SMART) goals
- Competences reflection with regard to the assignments
- Portfolio



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Part 3. Surroundings

- MACRO Analysis, analyzing DESTEP factors
- Translation to threats and/or opportunities
- MESO Analysis, analyzing your competition and customers
- Decide up on a strategy, your decision making capabilities
- Portfolio

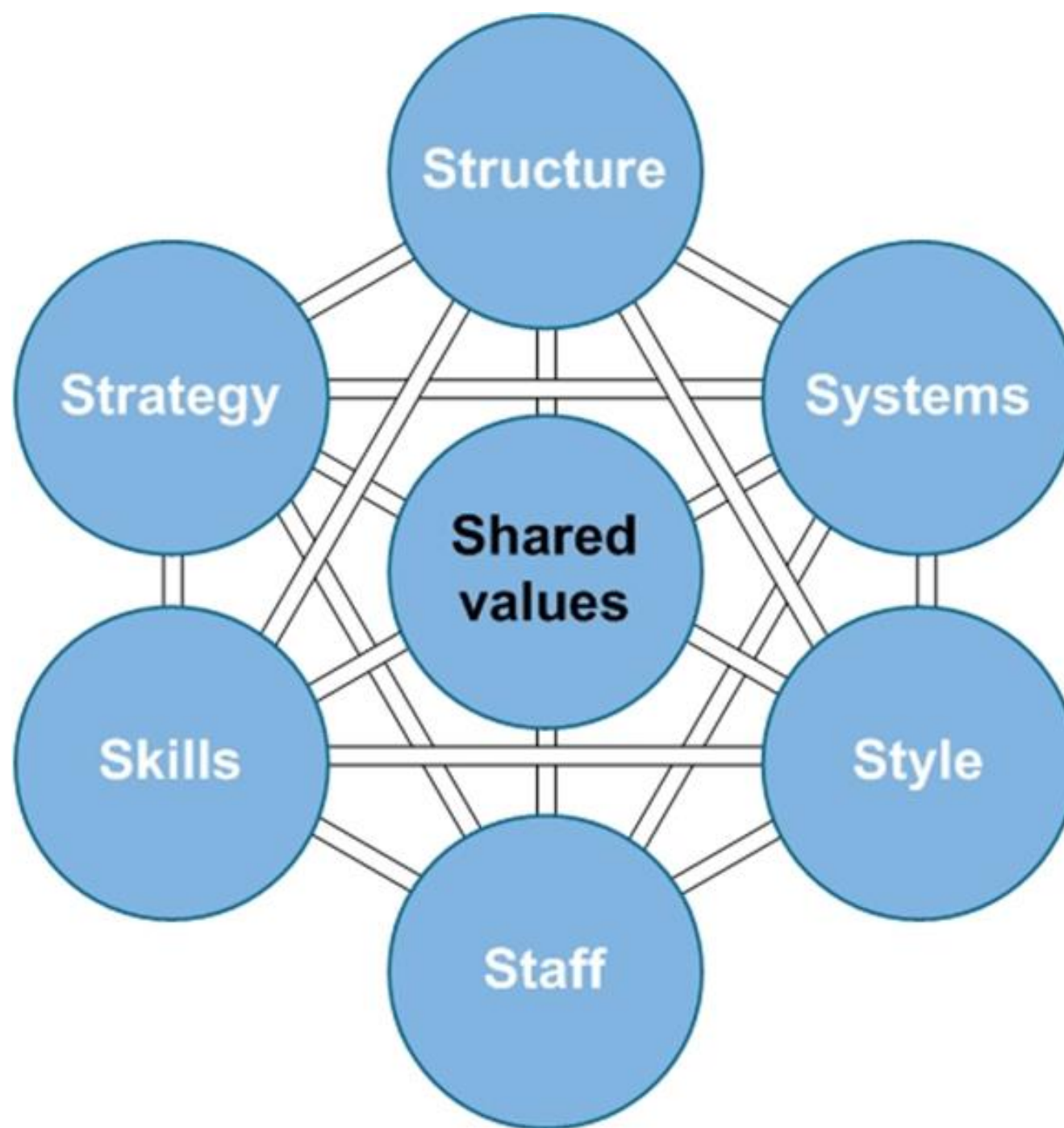


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Part 4. Action and organize

- Swot analysis, the confrontation matrix
- Scenario planning on product level
- Building upon the 7S model
- Planning and implementation (strategic, operational)
- Simplifying 7S → Business Model Canvas





Key Partners



Kernactiviteiten



Waardepropositie



Klantrelaties



Klantsegmenten



Key Resources



Kanalen



Kostenstructuren



Inkomstenstromen



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Part 5. Management game Paper not Plastic

