

**International Entrepreneurship Educators'
Programme**

Entrepreneurial Learning

Pedagogical Note Series

International Entrepreneurship Teacher's Programme
Entrepreneurial Learning - Pedagogical Note Series
Introduction

This Note Series is designed to provide a background to some of the pedagogies that will be experimented with as part of the programme. Additional Notes will be provided with each Module.

Participants in the programme may want to add a Note based upon their experience. This will be acknowledged and, subject to editorial review, will be incorporated.

The overall aim is to encourage participants to think about the range of pedagogies that might be used in a programme to deal with the Affective and Conative as well as the Cognitive aspects of learning. Affective development relates to the response to the subject, the likes and dislikes and the feelings, emotions and moods. Conative development embraces the active drive to make sense of something (notions of motivation, commitment, impulse and striving). Cognitive development is concerned with reception, recognition, judgement and remembering. Overall the focus will be upon how to use different pedagogies to underpin the NCGE Outcomes.

Some of the pedagogies that will be used are listed below:

Self analysis questionnaires Tests Quizzes Projects Games Interviews Ideas harvesting exercises Competitions Group work Presentations Teaching others 24 hour projects Peer mentoring Group mentoring Shadowing Drama Use of entrepreneurs Networking exercises Cases Use of IT Hot seats Brainstorming
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Public Speaking Practicing Heuristics Critical Incidents Presentations Sales Pitches Synectics Photography Poetry Short story writing Film Music Debate Peer evaluation Attribute measurement Thematic Aperception Tests Drawings - metaphors Career scenarios Icebreakers Role play Post its Elevator Pitch Speed Networking Panels
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The Guidance Notes are in general organised under four headings as follows:

1. Defining the pedagogy under the Label '**The Use of ...**'
2. Describing how the pedagogy is to be delivered, often illustrated with examples, with the Label '**How is the exercise constructed?**'
3. A brief description of its value in entrepreneurial learning with the Label '**Relevance to Entrepreneurial Learning**'

Entrepreneurial Learning - Pedagogical Note Series

- 1. Selecting Appropriate Definitions**
- 2. Outcomes from Entrepreneurial Learning**
- 3. Teaching Enterprisingly**
- 4. Use of Ice Breakers**
- 5. Use of Small Group Work**
- 6. Using External Speakers/Presenters**
- 7. Use of Drama**
- 8. Use of Debate**
- 9. Use of Drawing**
- 10. Use of Hot Seats**
- 11. Speed-networking**
- 12. Elevator Pitch**
- 13. Revolving Tables**
- 14. Brainstorming Using Post-its**
- 15. Use of Panels**
- 16. Use of Critical Incidents**
- 17. Use of Organisations as Networks**
- 18. Use of Empathy in Communication Exercises (with entrepreneurs)**
- 19. Use of Shadowing**
- 20. Use of Role play**
- 21. Use of Frames of Reference for Intuitive Decision making**
- 22. Use of Psychometric Tests**
- 23. Use of Locus of Control Tests**
- 24. Use of Relationship Learning**
- 25. Use of Immersion**
- 26. The Use of Achievement Motivation**
- 27. Personality selling exercise – the Balloon Debate**
- 28. Use of Finding Opportunities (Ideas for Business)**
- 29. Leveraging the Student Interest**
- 30. Start up frames, Stages of Start-up. Tasks and Learning Needs**
- 31. The Business Plan as a Relationship Management Instrument**
- 32. Surviving in the Early Years of the Venture**
- 33. Segmenting the New Venture Programme Market**
- 34. Developing Operations Standards as a basis for Estimating Costs and Controlling Operations**
- 35. Use of Case Studies**
- 36. Exercises in Finding Ideas for Business**
- 37. Exploring the Enterprise Culture in a Globalisation Context**
- 38. Evaluation of Entrepreneurship**
- 39. Assessment of Entrepreneurship Education**
- 40. Use of the Quiz**
- 41. Use Of Institutional Audit**
- 42. Use of Sales Pitch**
- 43. Use of Polls**
- 44. Simulating Entrepreneurial ‘ways of’**
- 45. Simulating the Entrepreneurial Life World**
- 46. Facilitating Small group work entrepreneurially**

Additional Pedagogical Notes in Preparation– July 08

44. Use of Consultancy
45. Use of Thematic Aperception Tests and story writing
46. Use of Debriefing
47. Use of Business Competitions
48. Use of Public Speaking and the Soap Box
49. Use of Problem Solving
50. Use of Entrepreneurial ‘Ways of Simulations
51. Needs Analysis
52. Use of Peer Teaching
53. Use of Ex-ex groups
54. Use of Poetry Creation
55. Use of Music
56. Use of Fish Bowl exercises
57. Use of Interactive White Boards
58. Use of Virtual Platforms
59. Use of Selling Exercises
60. Use of Games
61. Use of Trust Exercises
62. Use of Entrepreneurial Projects
63. Use of Experiential Learning
67. Education philosophy and Entrepreneurial pedagogy
- 68 De Bono;s lateral thinking
69. Developing self efficacy
- 70 Use of Video
71. Use of Distance learning
72. Use of Creativity Exercises
73. Use of Google