



ifempower

**CREATING AND STARTING
A NEW VENTURE BY WOMEN**

**THE ENTREPRENEURIAL WOMAN
OF THE 21ST CENTURY**

Attila Bartha PhD

László Kállay PhD

Attila Petheő PhD

Katalin Mihalkov Szakács PhD

Katalin Oborni

Corvinus University of Budapest

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Business School*



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TEACHING OBJECTIVES OF THE COURSE(S)

- To empower young female university students for potential entrepreneurial activity.

Main topics of entrepreneurship:

- entrepreneurial idea;
 - human resources and human behaviour;
 - establishing a firm;
 - business conception and feasibility;
 - collaboration and group dynamics.
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- **Everything through a prospect of self-awareness, when relevant with a focus on gender-related issues.**

SKILLS PROVIDED

- Creative and business **thinking**.
- **Assessing feasibility** of business ideas, evaluation of business plans. Financing business from the first stages, knowing optional sources (e.g. business angels, loans, VCs, crowdfunding).
- Using **knowledge in practice**. Ability of collecting information by making interviews, surveys, or secondary researches. Reporting results.
- **Analyzing business situations**, make conclusions, thinking critically, giving advices, **making decisions** and creating optional action plans.
- Applying techniques and methods of **solving business problems**, taking their **barriers** into consideration.
- **Presenting ideas** both orally and in writing, according to the rules of business communication. Transferring thoughts briefly.

The starting point...

Learning outcomes and points are the same, if not better in case of girls (female students), but they don't participate in competitions or start small businesses when finishing their studies.

→ QUESTIONS:

What to improve, develop for Empowerment?

What do students need/want and how to learn?

MAJOR ASPECTS OF WOMEN'S ENTREPRENEURSHIP

- Characteristics of women's entrepreneurship;
- Gender-related challenges and risks women entrepreneurs have to face;
- Gender equality issues within the field of women's entrepreneurship.

Providing a **safe and supportive environment** for participants

- to voice and share issues, questions and opinions;
- raising awareness of sensitivity of gender issues, stereotypes related to women (AHA moments);
- developing students' soft skills, including communication and presentation skills, problem solving skills, risk management skills and team work skills;
- strengthening self-confidence by empowering students to recognize their strengths and skills;
- encouraging social interaction and networking.

3. THE METHODOLOGY OF THE COURSE

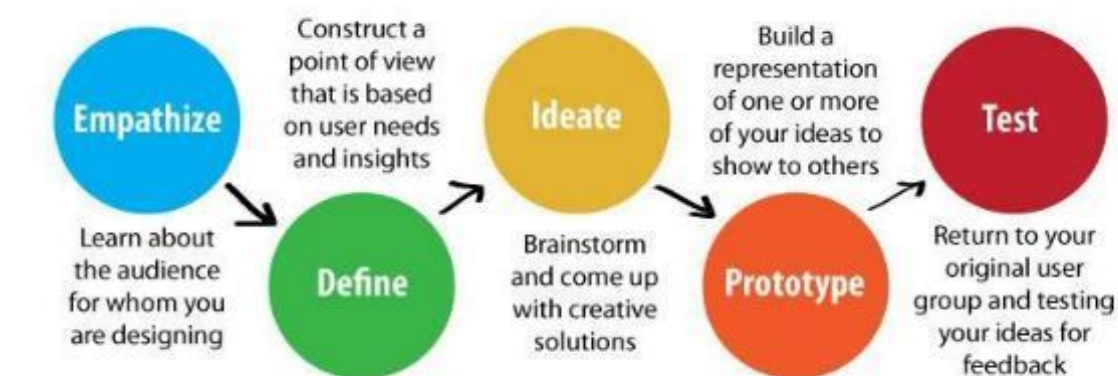
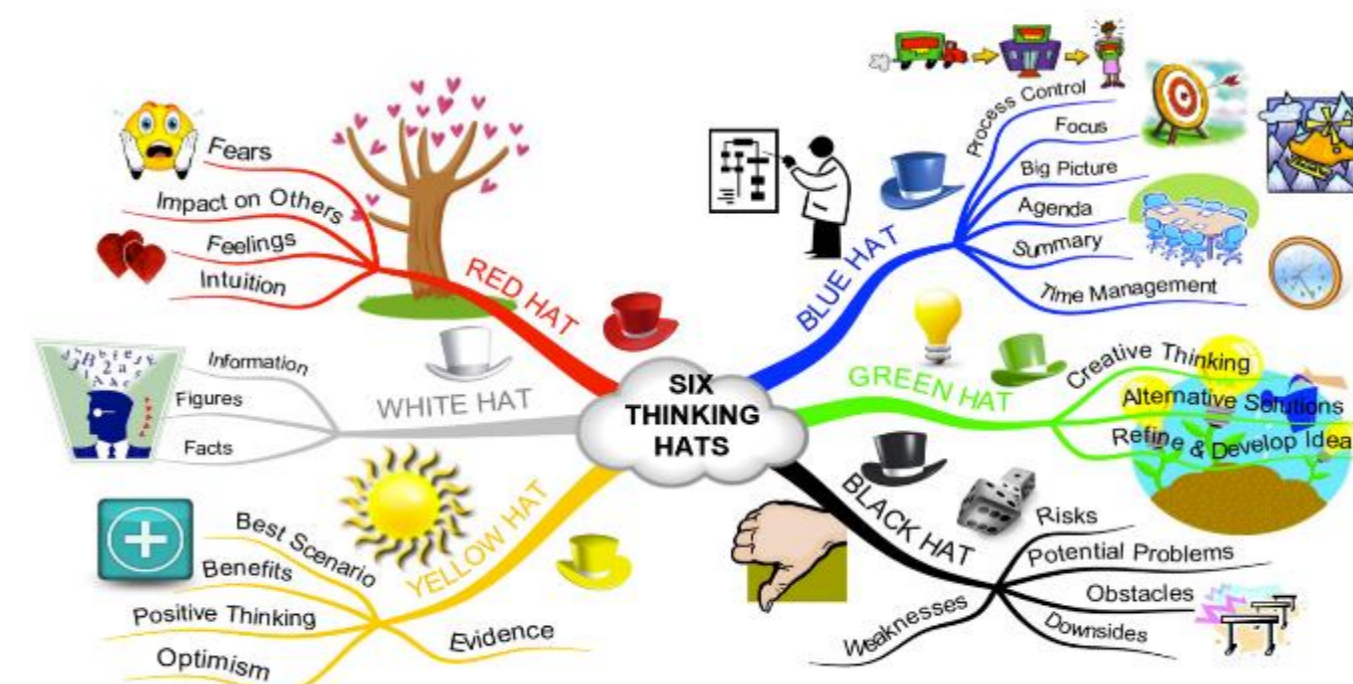
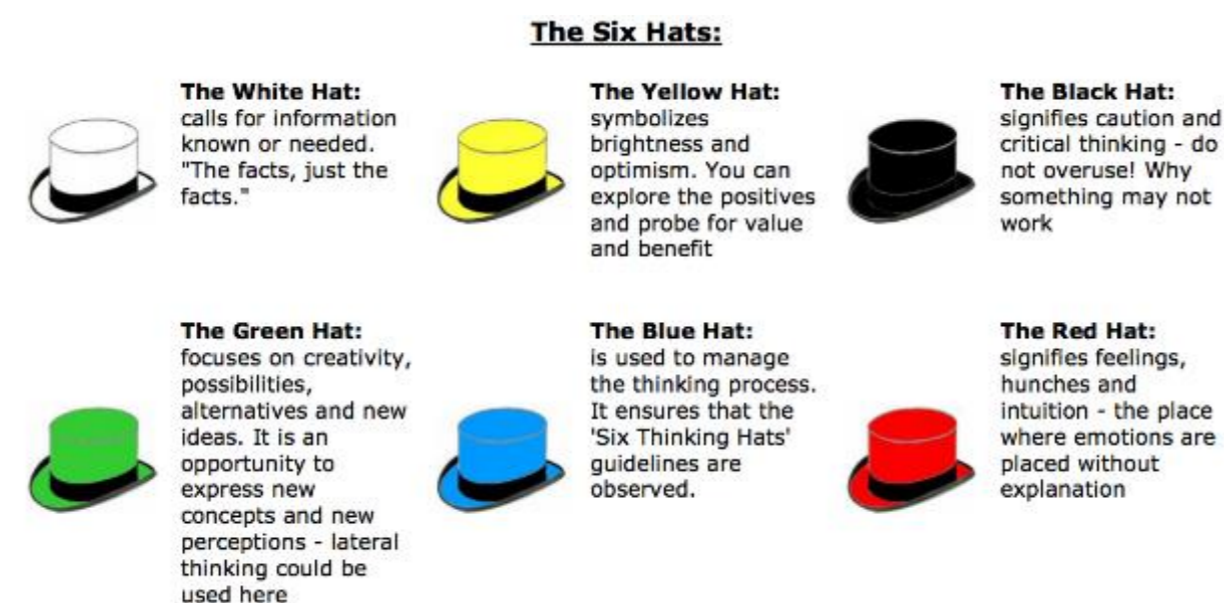
In order to realize the above aims, we updated our teaching methodology according to the mainstream pedagogic trends. During the lectures we decided to apply the so called **BLENDED LEARNING METHODOLOGY**, which includes both online and offline (**gamification, cooperative and project techniques**) methods.

OFFLINE TECHNIQUES:

- SIX Thinking Hats method (de Bono)
- Case Study teaching
- Marshmallow Challenge
- Design Thinking
- Elevator Pitch
- Peer Instruction
- Case Study / Business Plan writing
- Presentation

ONLINE TECHNIQUES:

- www.coggle.it – Mind Map
- www.menti.com – Word Cloud
- Online Entrepreneurial Test
- www.scrumblr.ca – Brainstorming
- www.kahoot.it – online test
- video lectures



FLEXIBLE MODULE-BASED SETTING OF THE COURSE(S)

The handbook contains material for

- topics organized into 10 modules
 - confirming the longevity of two university semesters, and
 - each course covers the length of a 90 minutes university seminar.
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- Modules 1, 3, 5, 6 and 8 cover gender-related topics and woman-specific issues of entrepreneurship;
 - other modules cover general topics of entrepreneurship, but through the lens of women as entrepreneurs.
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- Training techniques used across modules: lectures, training activities, group activities, plenary sessions, case study analysis, students' presentations.

CONTENT OF MODULES

- 1) Gender: Key terms of gender and gender analysis
- 2) Entrepreneurship, entrepreneurial mindset
- 3) Project idea and team development
- 4) Business idea, market research and marketing
- 5) Idea presentation
- 6) Entrepreneurial women
- 7) Business plan and risk management
- 8) Gender equality and affirmative actions of women entrepreneurship
- 9) Establishing and financing SMEs
- 10) Case study and business concept.

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