

ENTREPRENEURSHIP FOUNDATION – “What is Entrepreneurship?”

ASYNCHRONOUS TRAINING 2H



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Key Learning Objectives

This session combines theoretical input, interactive exercises, and reflection. By actively participating, you will achieve the following objectives:

Define the Concept

Define entrepreneurship using classical and modern, competence-based perspectives.

Challenge Myths

Identify and deconstruct common misconceptions and myths surrounding entrepreneurship.

Understand Context

Describe its historical evolution and current socio-economic relevance across different sectors.

Recognize Types

Recognize major types of entrepreneurship, from commercial ventures to social innovation.

Model Teaching

Reflect on how to effectively teach and model these ideas in your own educational contexts.

Icebreaker: What Does Entrepreneurship Mean to You?

Before we dive into definitions, let's explore our existing perceptions. We encourage you to connect this concept with your own experience—whether as a small business owner, a community organizer, or simply someone who takes initiative in their daily life.

Take **2 minutes** to write your personal definition of entrepreneurship.

The diversity of answers we receive highlights that entrepreneurship is not a fixed concept but a broad practice that adapts deeply to context, challenge, and opportunity.



1

Write Your Definition

2

Share One Idea

3

Identify Key Themes

Video Activity: The Essence of Entrepreneurship

 **Instruction:** Watch the 5-minute video “What is Entrepreneurship | The Money Gig.”

Before playing, ask yourself: What three keywords do you already associate with entrepreneurship? Write them down.



Identify Opportunity

Entrepreneurs are defined by their ability to see needs where others see routine.



Drive Innovation

Value creation comes through novel solutions, not just incremental improvements.



Take Action

The key differentiator is the capacity to turn an idea into tangible reality.

Deepening the Understanding: Group Discussion

Now that you have watched the video, let's synthesize the key takeaways. The core message is that entrepreneurship involves much more than just launching a commercial business—it's about actively **solving problems, creating societal value, and driving positive change** across all sectors.

“What surprised you most from the video, and how does it challenge your initial definition?”

Discuss in pairs or small breakout groups for 5 minutes, focusing on examples of non-profit or internal (intrapreneurship) examples mentioned.



Encourage sharing local or regional examples, such as youth cooperatives or green startups, to ground the concept in relevant contexts.

From Intuition to Practice: Framing the Concept



While we all possess an intuitive grasp of initiative and problem-solving, moving from personal experience to systematic teaching requires clear frameworks. This structured approach helps ensure that the competencies we foster are transferable and measurable.

“Entrepreneurship is
not a science or an art.
It is a practice.”

— Peter Drucker

Why Frameworks Matter

Clear frameworks allow trainers to teach systematically, ensuring the development of measurable, transferable skills that learners can apply in any career path.

EntreComp Alignment: The Three Pillars of Competence



The European Entrepreneurship Competence Framework (**EntreComp**) provides a comprehensive structure for defining and developing entrepreneurship as a competence. It organizes the entire process into three core and interconnected areas, designed to be relevant across all areas of life and work.

Ideas & Opportunities
Spot, create and evaluate value ideas

Resources & Support
Manage finance, knowledge and networks

Entrepreneurship Competence

The holistic competence framework

Ideas & Opportunities

Focuses on spotting opportunities, creativity, vision, and valuing ideas.

Resources

Covers mobilizing people, financial literacy, managing ambiguity, and leveraging resources.

Into Action

Emphasizes taking initiative, planning, implementing, ethical thinking, and perseverance.

Classical Definitions of Entrepreneurship: From Management to Disruption

Understanding entrepreneurship requires exploring its foundational definitions, which trace a journey from resource management to market disruption. These classical perspectives set the stage for modern interpretations.

Jean-Baptiste Say (1803)

Say viewed the entrepreneur primarily as a **resource manager**. The core function is to combine land, labor, and capital, moving resources from areas of lower productivity to areas where they can yield higher returns and greater value.

Joseph Schumpeter (1934)

Schumpeter introduced the concept of "**creative destruction**." He defined the entrepreneur as an **innovator** who disrupts existing economic equilibrium by introducing "new combinations" in production, markets, or organization.

These historical perspectives show a clear evolution. Say focused on efficiency and management, while Schumpeter focused on fundamental, disruptive innovation. Think of Henry Ford's assembly line—a true innovation that redefined productivity and market structure.

Modern Perspectives: Seeking and Exploiting Change

Contemporary definitions expand the scope of entrepreneurship beyond traditional business creation, focusing on recognizing and capitalizing on opportunity, regardless of the sector.

Peter Drucker

Drucker argued that entrepreneurship is fundamentally about **seeking, recognizing, and exploiting change** as an opportunity. It is a behavior, not an economic category.

OECD (2006)

The Organization for Economic Co-operation and Development defines it simply as the ability to transform **ideas into action**, encompassing social and commercial activities.

Modern entrepreneurship includes social and green innovation. For instance, the work of **Muhammad Yunus** and the founding of Grameen Bank demonstrates entrepreneurship as a powerful social mechanism, using microcredit to enable financial inclusion and change the lives of the poor.



Distinguishing Entrepreneurship from Self-Employment

It is a common mistake to equate all self-employed work with entrepreneurship. The distinction lies in the drivers, the goals, and the potential for scalability and market impact.

Self-Employment	Entrepreneurship
Works primarily for oneself, filling a market niche or service gap.	Creates value and scale that extends beyond the founder's direct labor.
Focus is often income-driven and maintaining current operational stability.	Focus is innovation- and opportunity-driven, creating new markets or solutions.
Limited scalability; growth is linear and often tied to personal hours/effort.	Potentially scalable, high-impact business model that can be replicated and grown rapidly.

- ❑ While both are valuable economic activities, true entrepreneurship involves inherent **risk-taking, novelty, and the intent to scale**. Not every self-employed individual who sells services is an entrepreneur.

Interactive Check-in: Who Said It?

To solidify understanding, let's match the key thinkers with their definitive concepts. This exercise reinforces the diverse historical and modern views of the entrepreneurial role.



Question 1: "Entrepreneurs innovate by introducing new combinations."

Answer: Joseph Schumpeter.



Question 2: "Entrepreneurship is about seeking and exploiting change."

Answer: Peter Drucker.

Synthesizing the Core Concept of Entrepreneurship

While definitions vary, they consistently point to three essential ingredients. When combined, these elements define the action-oriented spirit of entrepreneurship.

The Entrepreneurial Formula



Myth vs. Fact: Challenging Entrepreneurial Stereotypes

Many participants hold incorrect beliefs about what it takes to be an entrepreneur. We must actively debunk these common myths to ensure everyone sees themselves as having entrepreneurial potential.

Myth: Entrepreneurs are Born

Fact: The skills and mindset can be learned, developed, and practiced through experience and training.



Myth: Need Vast Capital

Fact: Many successful ventures start lean, relying on bootstrapping, creativity, and resourcefulness over large initial investments.

Myth: Only for the Young

Fact: Experience, network, and wisdom often lead to greater success. Colonel Sanders founded KFC at 65!



Myth: Always Work Alone

Fact: Most successful ventures rely on teams, partnerships, and collaborations for diverse skills and emotional support.

Debrief: Breaking Stereotypes Through Inclusion

Entrepreneurial success stories come from all demographics and backgrounds. Focusing on inclusivity proves that the entrepreneurial mindset is universal.



Key Takeaway: The Entrepreneurial Mindset is Execution

If entrepreneurship is the pursuit of opportunity without regard to resources currently controlled (Stevenson), then the critical differentiator is the ability to move from abstract concept to tangible reality.

Execution is Everything



Mindset

Seeing the problem and the potential solution.



Execution

Applying initiative and resources to build the solution.



Impact

Achieving measurable change in the market.

“It’s not about ideas. It’s about making ideas happen.” – [Scott Branson](#)

Entrepreneurship combines a way of thinking with a drive to act. Our goal is to empower trainees not just with ideas, but with the tools to execute them effectively.

The Evolution of Entrepreneurship: Shaping Our World

17th–19th Centuries

Artisans, merchants, and early traders built foundational local and regional economies.

20th Century

The rise of SMEs and industrial enterprises fueled global modernization and mass production.

21st Century

Global startups, digital platforms, and green ventures redefine innovation and global commerce.

Entrepreneurship evolves continually, adapting to societal needs and emerging technologies.

From Survival to Opportunity-Driven Entrepreneurship



Necessity-Driven (Survival)

Often linked to the informal economy; focused primarily on basic income and immediate survival.



Opportunity-Driven (Growth)

Focused on innovation, scalable growth, and building sustainable, impactful businesses.

This critical shift is influenced by three key factors: Digitalization, Advanced Education, and a Global Focus on Sustainability.



The Transformative Socio-Economic Impact of Enterprise

Entrepreneurship is a powerful engine for development, contributing vital solutions across societal challenges.



Job Creation & Employability

Creates new employment opportunities, particularly for youth, and closes skill gaps.



Innovation and Inclusion

Fosters new ideas and business models that reach underserved communities and promote economic inclusion.



Community Resilience

Empowers local populations to solve their own challenges and build stronger, more sustainable communities.

Reflection Question: How can entrepreneurship address the most pressing social or environmental challenge in your community?

The Diverse Forms of Entrepreneurship

Entrepreneurship is not monolithic; it spans multiple sectors and focuses, often resulting in powerful hybrid models.



Social

Focused on solving community or global challenges, such as microfinance (e.g., Grameen Bank).



Technological

Utilizing innovation and digital platforms to create new products or services (e.g., telemedicine, AI solutions).



Cultural / Creative

Promoting art, identity, heritage, and unique local craftsmanship (e.g., preserving Moroccan crafts).



Green / Eco

Developing sustainable models that reduce ecological impact and promote environmental health.



Local / Community

Small, community-based enterprises crucial for local employment and essential services.

Interactive Practice: Identify the Type

Test your understanding by matching business examples to the correct typology. Remember, many businesses are **hybrid models**.

Case Examples

- A business specializing in upcycling ocean plastic into furniture.
- An NGO providing free online coding education for underserved youth.
- A small, traditional family-run bakery serving a neighborhood since 1950.
- A mobile application connecting patients in rural areas to specialists via video call.

Typology Match

-  Green
-  Social
-  Local
-  Technological



Key Insights: Redefining the Entrepreneurial Mindset

Mindset + Action

Entrepreneurship is a proactive blend of vision and execution, not just a static idea.

Learned, Not Innate

It is a set of competences that can be taught, practiced, and developed through experience and training.

Impact Over Profit

The true measure of success increasingly includes positive social, environmental, and cultural value.

Collaborative Endeavor

Success requires networking, partnerships, and building strong supporting ecosystems.



Knowledge Check & Moving Forward

- **Quick Quiz:** Validate key learning points from the session (e.g., types of entrepreneurship, key impact areas).
- **Open Discussion:** "How will you adapt these insights and examples to enhance your teaching and program content?"
- **Actionable Ideas:** Share a specific entrepreneurial teaching method you plan to implement.

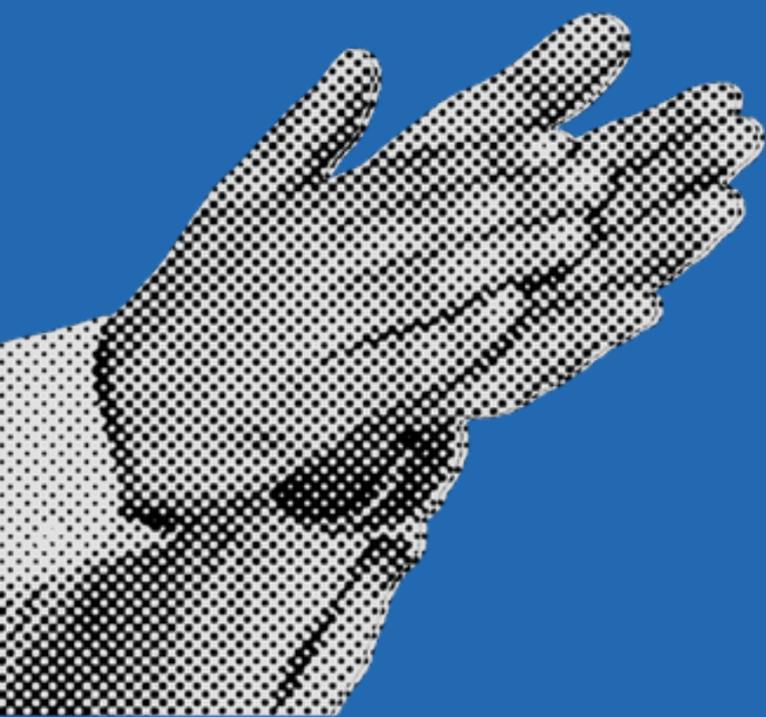
Next Steps: Cultivating Culture

We must view entrepreneurship as both a fundamental competence and a crucial culture within our institutions and communities.

| "Entrepreneurship is seeing possibility in impossibility."

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Thank you!



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