

Curriculum for Innovative Entrepreneurship

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**Let's make our
dreams come true**



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Project Title: Key entrepreneurial competencies & employability
Acronym: Open Future

The project focuses on improving the key entrepreneurial competencies, skills, and employment potential of VET school students by developing new and innovative tools for entrepreneurial education while encouraging social intelligence. Participants will benefit practically from entrepreneurial learning by developing business knowledge, acquiring advanced skills, and developing critical thinking. Entrepreneurial capacity and mindset help future entrepreneurs transform their ideas into action and significantly increase their employability.

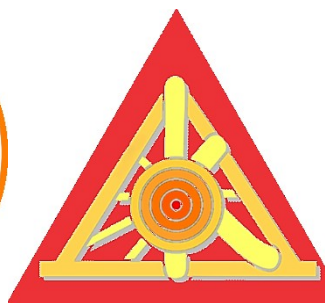
Curriculum for Innovative Entrepreneurship

This curriculum offers a number of advantages over traditional Entrepreneurship education. The main advantages are as follows:

1. This curriculum Bridging the Skills Gap: Traditional curricula emphasize memorization over application. This program fills the gap by teaching real-world tools, strategic thinking, and entrepreneurial execution.
2. Fostering a Growth Mindset: Students learn to embrace uncertainty, adapt to challenges, and view failure as a learning opportunity—essential traits in today’s fast-changing economy.
3. Alignment with Market Demands: The curriculum reflects global priorities: innovation, sustainability, digital fluency, and interdisciplinary problem-solving.
4. Encouraging Lifelong Learning: From personal reflection to strategic planning, students develop habits of curiosity, resilience, and continuous improvement.
5. Enhancing Economic and Social Impact: By nurturing confident, capable entrepreneurs, the program contributes to regional development, job creation, and social innovation.

The curriculum is set as a proposal that can be used flexibly, in accordance with the needs and wishes of the user, regardless of the profile of the VET institution, geographical location, by adjusting the class fund, choosing lessons, activities and teaching methods, and it can be part of the regular or extracurricular education system.

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Curriculum for 1st Grade: Introduction to Entrepreneurship (35 Weeks)

Course Learning Objective

Introduce students to the fundamentals of entrepreneurship by developing curiosity, creativity, initiative, and collaboration. Through hands-on activities and guided exploration, students will begin to understand how ideas become opportunities and how personal strengths contribute to entrepreneurial success.

Learning Outcomes

By the end of the course, students will:

1. Understand the concept of entrepreneurship and its role in society.
2. Recognize and begin to develop key entrepreneurial competencies (based on EntreComp).
3. Generate and evaluate simple business ideas.
4. Demonstrate initiative, creativity, and teamwork in group projects.
5. Reflect on personal strengths, values, and goals.
6. Present a basic business concept with visual and verbal storytelling.

Detailed Weekly Breakdown

Unit 1: What Is Entrepreneurship? (Weeks 1–5)

Lesson Topics:

- Introduction to entrepreneurship
- Entrepreneurs in everyday life
- Needs vs. wants
- Problem-solving and opportunity spotting
- Social and ethical dimensions of entrepreneurship

Teaching Strategies:

- Storytelling: Real-life examples of young entrepreneurs
- Visual learning: Posters, videos, and diagrams
- Group discussions and brainstorming
- Role-play: “What would you do if...?” scenarios

Activities:

- “Entrepreneur of the Week” stories
- Community Problem Hunt: Students identify small problems in their school or neighborhood
- Needs vs. Wants sorting game
- Ethics Challenge: “What would you do?” dilemmas
- Entrepreneurial Journal: Weekly reflections on ideas and observations

Assessment:

- Journal entries
- Group presentations on identified problems
- Class discussion participation

Unit 2: Me as an Entrepreneur (Weeks 6–10)

Lesson Topics:

- Self-awareness and personal strengths
- Values and motivation
- Setting goals and taking initiative
- Confidence and perseverance
- Learning from mistakes

Teaching Strategies:

- Reflective learning: Personal goal setting and self-assessment
- Peer feedback and encouragement
- Simulation: “Mini missions” that require initiative
- Visual mapping: Strengths and values charts

Activities:

- “My Superpowers” worksheet: Students identify personal strengths
- Goal Ladder: Students set and track short-term goals
- “Try Again” Challenge: Students reflect on a failed attempt and redesign their approach
- Motivation Cards: Ranking what drives them (e.g. helping others, earning money, solving problems)
- Team Challenge: Build a structure using limited materials

Assessment:

- Personal goal tracking
- Strengths and values map
- Peer feedback forms
- Teacher observation of initiative and perseverance

Unit 3: Creativity and Idea Generation (Weeks 11–16)

Lesson Topics:

- What is creativity?
- Divergent thinking and brainstorming
- Evaluating ideas
- Visualizing solutions
- Turning ideas into opportunities

Teaching Strategies:

- Creative thinking exercises
- Group brainstorming sessions
- Visual storytelling and prototyping
- Guided discovery: “What if...?” scenarios

Activities:

- “Invent Something!” challenge: Students design a new product or service
- Idea Gallery Walk: Students display and comment on each other’s ideas
- “Crazy Combos” game: Combine random objects to create new inventions
- Prototype Sketching: Draw and label their idea
- Elevator Pitch Practice: Explain their idea in 30 seconds

Assessment:

- Idea development worksheet
- Peer evaluation of creativity and clarity
- Prototype presentation
- Reflection on idea evolution

Unit 4: Working Together (Weeks 17–22)

Lesson Topics:

- Teamwork and collaboration
- Communication skills
- Conflict resolution
- Leadership and listening
- Group decision-making

Teaching Strategies:

- Cooperative learning
- Role-play and simulation

- Team-building games
- Reflective discussion

Activities:

- “Team Roles” game: Assign and rotate roles (leader, recorder, presenter)
- “Lost in the Jungle” scenario: Teams solve a survival challenge
- Communication Relay: Practice clear instructions and active listening
- Conflict Cards: Role-play resolving disagreements
- Group Project: Design a school improvement idea together

Assessment:

- Peer and teacher evaluation of teamwork
- Group project presentation
- Reflection on team experience

Unit 5: Exploring the World of Business (Weeks 23–28)

Lesson Topics:

- What is a business?
- Types of businesses
- Products and services
- Customers and markets
- Basic money concepts

Teaching Strategies:

- Interactive games and simulations
- Field observation or virtual tours
- Visual aids: Business models and diagrams
- Group discussions

Activities:

- “Business Match” game: Match businesses to products/services
- Mini Market Simulation: Students create and “sell” simple products
- Customer Interview Role-play
- Budget Basics: Simple income and expense tracking
- Business Scavenger Hunt: Identify local businesses and their offerings

Assessment:

- Business concept worksheet
- Market simulation performance

- Budget exercise
- Group reflection on business roles

Unit 6: My First Business Idea (Weeks 29–34)

Lesson Topics:

- Combining creativity, teamwork, and planning
- Developing a simple business concept
- Visual and verbal storytelling
- Preparing a basic pitch

Teaching Strategies:

- Guided project development
- Peer coaching and feedback
- Presentation practice
- Visual design and storytelling

Activities:

- Business Idea Canvas: Students fill in key elements (name, product, customer, price)
- Logo and Poster Design
- Pitch Practice Circles
- Feedback Roundtables
- Final Presentation Rehearsals

Assessment:

- Completed Business Idea Canvas
- Visual presentation materials
- Peer and teacher feedback
- Pitch delivery

Unit 7: Showcase & Reflection (Week 35)

Description: Students present their business ideas to the class or invited guests. They reflect on their entrepreneurial journey and celebrate their growth.

Activities:

- Final Pitch Presentation
- Class Gallery Walk of posters and prototypes
- Reflection Circle: “What I learned, what I loved, what I’ll do next”
- Certificate of Completion Ceremony

Assessment Criteria:

- Clarity and creativity of idea
- Presentation delivery
- Teamwork and collaboration
- Personal reflection quality

Additional Notes for Teachers

- **Support Materials:** Templates for idea generation, budgeting, and teamwork reflection
- **Flexible Grouping:** Rotate teams to build diverse collaboration skills
- **Guest Speakers:** Invite local entrepreneurs or parents to share stories
- **Digital Tools:** Use tablets or computers for poster design and pitch recording
- **Portfolio Option:** Students collect work samples throughout the year in a physical or digital folder

Curriculum for 2nd Grade: Innovative Entrepreneurship (35 Weeks)

Course Learning Objective

Enable students to develop key entrepreneurial competencies through hands-on practice while mastering business planning, financial literacy, market analysis, and teamwork skills needed to launch and manage a successful business.

Learning Outcomes

By the end of the course, students will:

1. Master the 15 entrepreneurial competencies outlined by the EntreComp model.
2. Create, refine, and present a comprehensive business plan.
3. Develop a clear understanding of sources of funding and basic financial principles.
4. Use strategic tools to evaluate market opportunities and management decisions.
5. Enhance teamwork, leadership, and communication skills necessary for business success.
6. Understand the role of human resources in entrepreneurship and simulate recruitment, motivation, and career planning.

Detailed Weekly Breakdown

Unit 1: Entrepreneurial Competencies (Weeks 1–10)

Lesson Topics:

- Overview of the EntreComp model and its 15 key competencies
- Practical application of competencies: creativity, vision, problem-solving, ethical thinking
- Self-awareness, motivation, resource mobilization, initiative, planning, teamwork

Teaching Strategies:

- Project-Based Learning: Students develop a business idea over 10 weeks
- Problem-Based Learning: Each competency explored through real-world challenges
- Role-playing and simulations: Students act as entrepreneurs, investors, and team leaders
- Reflective Learning: Weekly entries in an Entrepreneurial Diary

Activities:

- Debates: “Is creativity or perseverance more important?”, “Whoever does not take risks, does not profit”

- Project: “From Idea to Realization” — students identify a community problem and design a solution
- Game: “Investors and Entrepreneurs” — pitch presentations and Q&A
- Entrepreneurial Diary: Weekly reflections on learning, application, and personal growth
- Team Workshops: Sustainability, ethics, and innovation in business

Assessment:

- Competency Portfolio: Evidence of applying each EntreComp skill
- Diary review and peer feedback
- Group presentations and investor Q&A performance

Unit 2: Business Planning (Weeks 11–18)

Lesson Topics:

- Purpose and principles of business planning
- Strategic, tactical, and operational planning
- Stakeholder roles and business plan components
- Creation and supervision of a business plan

Teaching Strategies:

- Project Teaching: Students build a business plan step-by-step
- Case Study: Analysis of successful and failed business plans
- Simulation: Presenting and defending business plans
- Collaborative Learning: Teams divide roles and integrate sections

Activities:

- Discussion: “Why do companies fail?”
- Game: “Managers at Different Levels”
- Workshop: Stakeholder Mapping
- Puzzle: Arrange business plan components logically
- Simulation: “Controllers” — peer review and feedback

Assessment:

- Draft business plan submission
- Peer-reviewed feedback
- Presentation of business plan sections
- Reflection on team collaboration and planning process

Unit 3: Investing and Financing (Weeks 19–25)

Lesson Topics:

- Types of investment: tangible, intangible, financial
- Own vs. external sources of financing
- Joint ventures, mergers, and acquisitions
- Economic justification of investment decisions

Teaching Strategies:

- Case Study: Real-world financing examples
- Simulation: Entrepreneurs seeking capital from investors
- Collaborative Learning: Group research and presentations
- Guided Discovery: Teacher-led questioning and analysis

Activities:

- Game: “Monopoly” — match investment types with real-life examples
- Brainstorming: “What can I invest on my own?”
- Simulation: “Bank and Investor” loan negotiation
- Role-play: Joint venture planning and profit-sharing
- Case Study: M&A example (e.g. McDonald’s and Burger King)
- Scenario Challenge: “Who finances better?”
- Budgeting Exercise: Cost vs. expected income analysis

Assessment:

- Financial plan submission
- Group presentations on financing options
- Investor pitch performance
- Written justification of investment decisions

Unit 4: Market Opportunities & Management (Weeks 26–30)

Lesson Topics:

- Management concepts, functions, styles, and skills
- Market opportunity assessment using SWOT, sSWOT, and PEST

Teaching Strategies:

- Case Study: Local business decisions
- Project-Based Learning: Market analysis for student ventures
- Simulation: Managerial decision-making
- Collaborative Learning: Tool-based group presentations

Activities:

- Discussion: “What does a manager do?”

- Game: “Managerial Chain” — planning, organizing, leading, controlling
- Role-play: Autocratic vs. democratic decision-making
- Workshop: “Top 5 Managerial Skills”
- SWOT & PEST analysis for student business ideas

Assessment:

- Group presentations on market analysis
- Peer evaluation of managerial role-play
- Written reports on market trends and opportunity assessment

Unit 5: Human Resources & Teamwork (Weeks 31–35)

Lesson Topics:

- HR planning, recruitment, motivation, and career development
- Interpersonal relations and teamwork

Teaching Strategies:

- Experiential Learning: Communication and leadership simulations
- Project-Based Learning: Team collaboration and role-sharing
- Role-Playing: Job interviews and conflict resolution
- Reflective Learning: Post-activity team discussions

Activities:

- Debate: “Are people the greatest resource?”
- Career Plan creation and peer advice
- Role-play: Employer–Candidate interview simulation
- Discussion: Benefits of employee development
- Motivation Ranking: Salary, recognition, promotion, etc.
- Team Challenge: “House of Cards” — build and reflect

Assessment:

- Career Plan submission
- Interview simulation performance
- Teamwork reflection reports
- Peer and teacher evaluations of collaboration

Capstone Project: Business Plan Presentation

Timing: Final 2 weeks **Description:** Students present their finalized business plans to a panel of teachers, peers, and invited guests. Presentations must include:

- Market research findings
- SWOT analysis and strategic goals
- Financial plan and funding strategy
- Reflection on teamwork and leadership

Assessment Criteria:

1. Clarity and feasibility of the business plan
2. Creativity and innovation in addressing market needs
3. Presentation delivery and teamwork demonstration

Notes for Teachers

- **Guidance Materials:** Templates, examples, and instructional videos for technical concepts
- **Flexible Grouping:** Rotate teams to diversify collaboration
- **Guest Experts:** Invite entrepreneurs or investors to speak and give feedback
- **Digital Tools:** Encourage use of Canva, Trello, or Google Slides for organizing and presenting work
- **Portfolio Development:** Students compile a digital portfolio of their work throughout the year

Curriculum for 3rd Grade: Strategic Entrepreneurship (35 Weeks)

Course Learning Objective

Equip students with strategic thinking skills and practical tools to analyze opportunities, solve problems, and implement entrepreneurial solutions. Students will learn to apply structured frameworks to develop, test, and refine business models, preparing them for real-world innovation and leadership.

Learning Outcomes

By the end of the course, students will:

1. Apply key strategic tools to assess opportunities and solve business problems.
2. Develop SMART objectives and tactical plans for entrepreneurial projects.
3. Analyze financial statements and assess venture viability.
4. Design and refine a business model using the Business Model Canvas.
5. Create communication and change management plans for their ventures.
6. Reflect on lessons learned and adapt strategies based on feedback and risk analysis.

Detailed Weekly Breakdown

Unit 1: Strategic Thinking & Opportunity Assessment (Weeks 1–6)

Lesson Topics:

- What is strategic thinking?
- Opportunity assessment framework
- Problem statements and hypothesis testing
- SWOT and PEST analysis

Teaching Strategies:

- Case studies of successful and failed ventures
- Guided tool walkthroughs
- Group simulations and role-play
- Visual mapping and collaborative analysis

Activities:

- Opportunity Assessment Matrix: Evaluate 3 ideas based on feasibility, impact, and novelty
- Problem Statement Workshop: Define a clear business challenge
- Hypothesis Testing Game: Students test assumptions about customer behavior
- SWOT & PEST Analysis: Apply to a real or imagined business idea
- Strategic Debate: “Is market timing more important than innovation?”

Assessment:

- Completed opportunity assessment worksheet
- SWOT/PEST analysis presentation
- Written hypothesis and testing plan
- Peer feedback on strategic clarity

Unit 2: Planning for Impact (Weeks 7–12)

Lesson Topics:

- SMART objectives
- Prioritization planning
- Tactical implementation planning
- A3 Problem-Solving Tool

Teaching Strategies:

- Project-based learning: Students apply tools to their venture ideas
- Visual planning: Gantt charts, task boards
- Simulation: Crisis response using A3 tool
- Peer coaching and feedback

Activities:

- SMART Goal Setting: Students define goals for their venture
- Prioritization Grid: Rank tasks by urgency and importance
- Tactical Plan Builder: Create a step-by-step action plan
- A3 Problem-Solving Simulation: Solve a business challenge using the full A3 sheet
- Team Challenge: “Plan a product launch in 3 weeks”

Assessment:

- SMART objectives submission
- Tactical plan presentation
- A3 worksheet completion
- Peer evaluation of planning effectiveness

Unit 3: Financial Intelligence (Weeks 13–17)

Lesson Topics:

- Financial statement analysis
- Revenue, cost, and profit basics
- Break-even analysis
- Investment decision-making

Teaching Strategies:

- Interactive simulations
- Spreadsheet modeling
- Case study: Financial turnaround stories
- Guided walkthroughs of financial reports

Activities:

- Financial Statement Puzzle: Match terms to definitions and examples
- Break-Even Calculator: Use a template to find break-even points
- Profitability Challenge: Adjust pricing and costs to maximize profit
- Investment Pitch: Justify funding needs with financial data
- Budgeting Workshop: Create a monthly budget for a small venture

Assessment:

- Financial analysis report
- Break-even worksheet
- Budget submission
- Investor Q&A performance

Unit 4: Communication & Change Management (Weeks 18–23)

Lesson Topics:

- Communication planning
- Stakeholder mapping
- Change management principles
- Policy deployment

Teaching Strategies:

- Role-play and simulation
- Visual mapping and storytelling
- Collaborative planning
- Reflective learning

Activities:

- Communication Plan Builder: Define audience, message, channel, and timing
- Stakeholder Map: Identify and categorize key players
- Change Management Simulation: Respond to a major shift in business strategy
- Policy Deployment Workshop: Translate strategic goals into actionable policies
- Team Challenge: “Convince your school to adopt your business idea”

Assessment:

- Communication plan submission
- Stakeholder map presentation
- Change management scenario response
- Policy deployment worksheet

Unit 5: Business Modeling & Risk Analysis (Weeks 24–30)

Lesson Topics:

- Business Model Canvas
- Risk identification and mitigation
- Scenario planning
- Lessons learned analysis

Teaching Strategies:

- Canvas walkthrough and case studies
- Risk simulation games
- Group reflection and storytelling
- Visual planning tools

Activities:

- Business Model Canvas: Complete for student ventures
- Risk Matrix: Identify and rank risks
- Scenario Planning: “What if...?” exercises
- Lessons Learned Journal: Reflect on past projects and decisions
- Peer Review: Evaluate and improve each other’s models

Assessment:

- Completed Business Model Canvas
- Risk analysis report
- Scenario response worksheet
- Lessons learned presentation

Unit 6: Capstone Project – Strategic Venture Launch (Weeks 31–35)

Description: Students synthesize all tools and concepts to launch a strategic business venture. They present their full plan, including opportunity assessment, tactical planning, financials, communication strategy, and business model.

Activities:

- Final Pitch Presentation
- Strategic Plan Portfolio Submission
- Panel Q&A with invited guests
- Reflection Circle: “What I learned, what I’ll change, what’s next”

Assessment Criteria:

1. Strategic clarity and use of tools
2. Feasibility and innovation of the business model
3. Presentation delivery and confidence
4. Teamwork and adaptability
5. Reflection depth and growth mindset

Additional Notes for Teachers

- **Toolkits Provided:** Templates for all strategic tools (SWOT, A3, SMART, Canvas, etc.)
- **Guest Experts:** Invite business analysts, startup founders, or financial advisors
- **Digital Integration:** Use collaborative platforms (e.g. Miro, Google Workspace) for planning
- **Portfolio Option:** Students compile all tools and reflections into a digital venture portfolio
- **Cross-Curricular Links:** Connect with economics, ICT, and civics for interdisciplinary learning

Curriculum for 4th Grade: Entrepreneurial Leadership & Impact (35 Weeks)

Course Learning Objective

Prepare students to lead entrepreneurial initiatives with strategic vision, measurable impact, and sustainable practices. Students will learn to scale ventures, manage teams, engage stakeholders, and evaluate long-term outcomes using advanced tools and leadership frameworks.

Learning Outcomes

By the end of the course, students will:

1. Apply leadership principles to guide entrepreneurial teams and projects.
2. Design strategies for scaling ventures and sustaining impact.
3. Use advanced tools to measure performance, manage change, and deploy policy.
4. Engage stakeholders through effective communication and ecosystem mapping.
5. Evaluate social, environmental, and economic impact using real-world metrics.
6. Reflect on their entrepreneurial journey and define future pathways.

Detailed Weekly Breakdown

Unit 1: Entrepreneurial Leadership (Weeks 1–6)

Lesson Topics:

- Leadership styles and self-assessment
- Vision-setting and strategic alignment
- Team dynamics and motivation
- Conflict resolution and decision-making

Teaching Strategies:

- Leadership simulations
- Reflective journaling and peer coaching
- Case studies of entrepreneurial leaders
- Role-play: Leading under pressure

Activities:

- Leadership Style Inventory: Students assess and reflect on their style
- Vision Board Creation: Define personal and venture goals

- Team Challenge: “Lead a turnaround” scenario
- Conflict Resolution Role-play
- Peer Coaching Circles

Assessment:

- Leadership self-assessment report
- Team feedback on leadership performance
- Reflection journal entries

Unit 2: Scaling Ventures & Ecosystem Thinking (Weeks 7–12)

Lesson Topics:

- Growth strategies and scaling models
- Ecosystem mapping and stakeholder analysis
- Strategic partnerships and alliances
- Policy deployment and institutional alignment

Teaching Strategies:

- Visual mapping and systems thinking
- Group research and presentations
- Simulation: Scaling a startup
- Guided discovery: “What does it take to grow?”

Activities:

- Ecosystem Map: Identify key players and relationships
- Growth Strategy Canvas: Define scaling pathways
- Partnership Pitch: Propose a strategic alliance
- Policy Deployment Workshop: Translate goals into operational plans
- Case Study: Scaling impact in social enterprises

Assessment:

- Ecosystem map presentation
- Growth strategy report
- Policy deployment worksheet
- Peer evaluation of strategic thinking

Unit 3: Impact Measurement & Sustainability (Weeks 13–18)

Lesson Topics:

- Defining impact: social, environmental, economic

- KPIs and performance metrics
- Sustainability frameworks (e.g. SDGs, ESG)
- Lessons learned and continuous improvement

Teaching Strategies:

- Data analysis and visualization
- Reflective learning and storytelling
- Case studies of sustainable ventures
- Group workshops on impact planning

Activities:

- Impact Matrix: Map outcomes across domains
- KPI Builder: Define and track performance indicators
- Sustainability Audit: Evaluate a venture's footprint
- Lessons Learned Analysis: Reflect on past projects
- SDG Alignment Challenge: Match venture goals to global targets

Assessment:

- Impact report submission
- KPI dashboard presentation
- Sustainability audit findings
- Lessons learned reflection essay

Unit 4: Advanced Tools for Strategic Execution (Weeks 19–26)

Lesson Topics:

- Change management principles
- Communication planning and stakeholder engagement
- Risk analysis and mitigation
- Tactical implementation and prioritization

Teaching Strategies:

- Simulation: Leading change in a growing venture
- Visual planning tools (Gantt, Kanban, etc.)
- Role-play: Crisis communication
- Collaborative planning

Activities:

- Change Management Simulation: Navigate a major shift
- Communication Plan Builder: Define message, audience, channel

- Risk Matrix: Identify and rank risks
- Prioritization Grid: Plan tasks by urgency and impact
- Tactical Plan Presentation

Assessment:

- Change management scenario response
- Communication plan submission
- Risk analysis report
- Tactical plan evaluation

Unit 5: Business Model Innovation & Future Pathways (Weeks 27–32)

Lesson Topics:

- Business model evolution
- Innovation strategies
- Career pathways in entrepreneurship
- Personal branding and storytelling

Teaching Strategies:

- Business Model Canvas iteration
- Guest speakers and mentorship
- Portfolio development
- Reflective storytelling

Activities:

- Business Model Redesign: Adapt based on feedback and trends
- Innovation Sprint: Rapid prototyping of new features
- Career Map: Define future goals and steps
- Personal Pitch: “Who I am as an entrepreneur”
- Portfolio Compilation

Assessment:

- Revised Business Model Canvas
- Innovation sprint presentation
- Career map submission
- Personal pitch delivery

Unit 6: Capstone Showcase & Reflection (Weeks 33–35)

Description: Students present their final strategic venture, including leadership strategy, impact plan, business model, and personal reflection. This is a celebration of their four-year journey.

Activities:

- Final Venture Pitch
- Strategic Plan Portfolio Submission
- Reflection Circle: “My entrepreneurial evolution”
- Graduation Ceremony and Certificates

Assessment Criteria:

1. Strategic clarity and leadership
2. Impact and sustainability integration
3. Innovation and adaptability
4. Presentation delivery
5. Personal growth and reflection

Additional Notes for Teachers

- **Toolkits Provided:** Templates for all strategic tools (Canvas, KPI, Risk Matrix, etc.)
- **Guest Experts:** Invite founders, impact investors, and ecosystem builders
- **Digital Integration:** Use platforms like Miro, Notion, or Google Workspace
- **Portfolio Option:** Students compile a digital portfolio showcasing their 4-year journey
- **Cross-Curricular Links:** Connect with economics, civics, sustainability, and ICT

Illustrative Workshop 1: “*Entrepreneur in Action*”

Format: 2–3 hour interactive session **Purpose:** To demonstrate entrepreneurial growth across four years through a unified, evolving workshop structure **Audience:** VET students (adapted per grade level) **Core Activities:**

- Team Roles Game
- Investors & Entrepreneurs Pitch
- Hypothesis Testing Game
- Personal Pitch: “Who I Am as an Entrepreneur”

1st Grade Focus: *Discovering Myself as a Team Player and Idea Generator*

Objective: Introduce basic entrepreneurial roles and encourage self-expression

Activities:

- **Team Roles Game:** Students rotate through leader, recorder, and presenter roles while solving a simple challenge (e.g. “Design a new school club”)
- **Personal Pitch:** Students create a short poster and present “Who I Am as a Future Entrepreneur” using drawings, keywords, and a 1-minute talk
- **Mini Pitch Simulation:** Students present their idea to classmates acting as “friendly investors” who ask simple questions
- **Reflection Circle:** What role did I enjoy most? What surprised me?

2nd Grade Focus: *Building a Business Idea and Learning to Communicate It*

Objective: Apply EntreComp competencies in a collaborative business planning context

Activities:

- **Team Roles Game:** Students form business teams and rotate roles while developing a basic business plan
- **Investors & Entrepreneurs Game:** Teams pitch their business idea to a panel of peers and teachers acting as investors
- **Hypothesis Testing Game:** Students list assumptions about their target customers and design a simple survey or test to validate them
- **Personal Pitch:** “What I’ve learned about myself as an entrepreneur this year” — students reflect on growth and skills

3rd Grade Focus: *Strategic Thinking and Testing Real-World Assumptions*

Objective: Use structured tools to refine ideas and validate strategies

Activities:

- **Team Roles Game:** Students manage a simulated product launch, rotating roles across planning, budgeting, and marketing
- **Investors & Entrepreneurs Game:** Students pitch using Business Model Canvas and financial projections; investors challenge assumptions
- **Hypothesis Testing Game:** Students test a real hypothesis (e.g. “Students prefer eco-friendly packaging”) using surveys, interviews, or observation
- **Personal Pitch:** “My Entrepreneurial Identity” — students present their strengths, values, and leadership style

4th Grade Focus: *Leading Ventures and Communicating Vision*

Objective: Demonstrate leadership, strategic clarity, and personal branding

Activities:

- **Team Roles Game:** Students lead a strategic planning session for scaling their venture, rotating through executive roles
- **Investors & Entrepreneurs Game:** Final pitch with full strategic plan, impact metrics, and sustainability strategy
- **Hypothesis Testing Game:** Students present validated hypotheses and how they shaped their business decisions
- **Personal Pitch:** “Who I Am as an Entrepreneurial Leader” — students deliver a 2-minute personal brand pitch with visuals and storytelling

Why This Workshop Works

- **Continuity:** Same structure, deeper complexity each year
- **Engagement:** Role-play, pitching, and reflection keep students active
- **Skill Development:** Builds communication, leadership, strategic thinking, and self-awareness
- **Teacher-Friendly:** Easy to adapt, repeatable format, clear learning outcomes

Illustrative Workshop 2: *“From Problem to Prototype”*

Format: 2–3 hour interactive session **Purpose:** To guide students through the entrepreneurial process of identifying a problem, designing a solution, and presenting a prototype **Audience:** VET students (adapted per grade level) **Core Activities:**

- Problem Statement Challenge
- A3 Problem-Solving Simulation
- Prototype Design & Presentation
- Lessons Learned Reflection

1st Grade Focus: *Identifying Problems and Imagining Solutions*

Objective: Help students recognize everyday challenges and creatively brainstorm solutions

Activities:

- **Problem Statement Challenge:** Students explore their school or community and identify a small problem (e.g. “Too much noise in the hallway”)
- **Creative Brainstorming:** In teams, students sketch or describe a fun solution (e.g. “Quiet Zones” or “Noise-absorbing lockers”)
- **Prototype Design:** Students build a simple model using paper, cardboard, or digital tools
- **Presentation:** Each team shares their idea with the class
- **Reflection:** “What problem did we solve, and how did it feel to create something new?”

2nd Grade Focus: *Solving Real Problems with Teamwork and Planning*

Objective: Apply entrepreneurial competencies to solve a challenge collaboratively

Activities:

- **Problem Statement Workshop:** Students define a clear business-related challenge (e.g. “Students don’t have healthy snack options”)
- **A3 Problem-Solving Simulation:** Teams use a simplified A3 sheet to explore root causes, propose solutions, and plan actions
- **Prototype Creation:** Students design a product or service (e.g. “Eco-snack vending machine”) using visual tools or mock-ups
- **Pitch Presentation:** Teams present their prototype and explain how it solves the problem
- **Reflection:** “What did we learn about teamwork and planning?”

3rd Grade Focus: *Strategic Problem Solving and Prototype Testing*

Objective: Use structured tools to analyze, design, and test a solution

Activities:

- **Problem Statement Refinement:** Students choose a challenge and write a formal problem statement
- **A3 Problem-Solving Tool:** Teams complete a full A3 sheet including root cause analysis, countermeasures, and implementation plan
- **Prototype Testing:** Students build a digital or physical prototype and test it with peers (e.g. survey, demo, feedback)
- **Pitch to Stakeholders:** Present solution to a panel including teachers or local entrepreneurs
- **Lessons Learned Debrief:** What worked, what didn't, and what they'd change

4th Grade Focus: *Leading Innovation and Scaling Solutions*

Objective: Lead a team through innovation, impact planning, and strategic presentation

Activities:

- **Problem Statement & Impact Mapping:** Students define a challenge and map its social, environmental, or economic impact
- **A3 + Business Model Canvas Integration:** Teams use both tools to design a scalable solution
- **Prototype Showcase:** Students present a refined prototype with impact metrics and stakeholder engagement strategy
- **Lessons Learned Analysis:** Teams reflect on their innovation process and prepare a "Next Steps" strategy
- **Leadership Reflection:** "How did I lead, adapt, and grow through this challenge?"

Why This Workshop Works

- **Progressive Depth:** Same structure, increasingly strategic thinking
- **Tool Integration:** Introduces and reinforces key entrepreneurship tools
- **Creativity Meets Strategy:** Students move from imagination to execution
- **Teacher-Friendly:** Clear structure, adaptable materials, and built-in reflection

Illustrative Workshop 3: “*Sustainable Solutions Lab*”

Theme: Sustainability & Responsible Innovation **Format:** 2–3 hour session **Purpose:** Empower students to design entrepreneurial solutions that are environmentally and socially responsible

Core Activities:

- Sustainability Challenge
- Eco-Canvas Design
- Impact Mapping
- Green Pitch Presentation

1st Grade Focus: *What Does It Mean to Be Sustainable?*

Objective: Introduce basic sustainability concepts and encourage eco-friendly thinking

Activities:

- **Sustainability Challenge:** Students identify a “wasteful” habit at school (e.g. plastic use, energy waste)
- **Eco-Idea Brainstorm:** Teams design a simple solution (e.g. reusable lunch kits, classroom compost bin)
- **Poster Creation:** Visualize their idea with drawings and slogans
- **Green Pitch:** Present their solution to classmates
- **Reflection:** “How can small changes make a big difference?”

2nd Grade Focus: *Designing Sustainable Business Ideas*

Objective: Apply entrepreneurial competencies to create eco-conscious ventures

Activities:

- **Sustainability Audit:** Students assess their school or community for environmental challenges
- **Eco-Canvas Design:** Teams use a simplified Business Model Canvas focused on sustainability
- **Impact Mapping:** Visualize environmental and social benefits
- **Green Pitch:** Present their business idea to a panel of “eco-investors”
- **Reflection:** “What makes a business truly sustainable?”

3rd Grade Focus: *Strategic Sustainability Planning*

Objective: Use tools to embed sustainability into business strategy

Activities:

- **SDG Alignment Challenge:** Match business goals to UN Sustainable Development Goals
- **Impact Matrix:** Map short- and long-term effects of their venture
- **Eco-Risk Analysis:** Identify sustainability risks and mitigation strategies
- **Green Pitch:** Present a refined business model with sustainability KPIs
- **Lessons Learned:** Reflect on trade-offs and ethical decisions

4th Grade Focus: *Leading Sustainable Innovation*

Objective: Lead ventures that drive systemic change and long-term impact

Activities:

- **Sustainability Strategy Session:** Teams develop a plan for scaling impact
- **Stakeholder Engagement Plan:** Identify allies and partners for sustainability
- **Impact Dashboard:** Build a KPI-based dashboard to track progress
- **Green Pitch:** Final presentation to a panel of sustainability experts
- **Leadership Reflection:** “How can I be a changemaker in my community?”

Why This Workshop Works

- **Values-Driven Learning:** Students connect entrepreneurship with environmental and social responsibility, reinforcing ethical decision-making.
- **Real-World Relevance:** Sustainability is a global priority — this workshop helps students see how their ideas can contribute to meaningful change.
- **Tool Integration:** Impact mapping, SDG alignment, and eco-risk analysis introduce students to frameworks used by modern enterprises.
- **Empowerment:** Students learn that even small ideas can have big impact, fostering agency and civic engagement.
- **Scalable Structure:** The workshop grows with students, from simple eco-ideas to full sustainability strategies.

Illustrative Workshop 4: *“Digital Innovation Studio”*

Theme: Technology & Entrepreneurial Creativity **Format:** 2–3 hour session **Purpose:** Help students harness digital tools to create, test, and present innovative solutions **Core Activities:**

- Digital Brainstorm
- Tech Tool Challenge
- Prototype Sprint
- Digital Pitch Showcase

1st Grade Focus: *Exploring Digital Creativity*

Objective: Introduce basic digital tools and creative thinking

Activities:

- **Digital Brainstorm:** Students use tablets or computers to draw or design a fun product idea
- **Tech Tool Challenge:** Explore simple tools like Canva or Scratch
- **Prototype Sprint:** Create a visual or animated mock-up
- **Digital Pitch:** Present their idea using slides or short videos
- **Reflection:** “How can technology help us solve problems?”

2nd Grade Focus: *Building Ventures with Digital Tools*

Objective: Use digital platforms to design and communicate business ideas

Activities:

- **Digital Business Plan:** Create a visual plan using Canva or Google Slides
- **Tech Tool Challenge:** Explore Trello for task planning or Padlet for idea sharing
- **Prototype Sprint:** Build a digital mock-up of their product or service
- **Digital Pitch:** Present to peers using multimedia
- **Reflection:** “What digital tools helped us work better?”

3rd Grade Focus: *Strategic Use of Technology in Entrepreneurship*

Objective: Integrate digital tools into business strategy and execution

Activities:

- **Digital Ecosystem Mapping:** Identify platforms and tools for marketing, finance, and operations
- **Tech Stack Planning:** Choose tools for each business function
- **Prototype Sprint:** Build a clickable prototype or demo
- **Digital Pitch:** Present with data visualizations and interactive elements
- **Lessons Learned:** Evaluate tool effectiveness and user feedback

4th Grade Focus: *Leading Digital Innovation*

Objective: Lead tech-enabled ventures and communicate vision through digital storytelling

Activities:

- **Digital Strategy Session:** Plan for scaling using digital platforms
- **Innovation Sprint:** Rapidly prototype a tech-based solution (e.g. app, platform, chatbot)
- **Digital Pitch Showcase:** Present to a panel using advanced tools (e.g. video, dashboards, live demos)
- **Leadership Reflection:** “How can I use technology to lead and inspire?”

Why This Workshop Works

- **Digital Fluency:** Students gain hands-on experience with tools they’ll use in real-world entrepreneurship and employment.
- **Creativity Meets Technology:** The workshop blends innovation with digital design, encouraging students to prototype and present with confidence.
- **Future-Ready Skills:** From tech stack planning to digital storytelling, students build capabilities aligned with modern business demands.
- **Inclusive & Accessible:** Digital tools level the playing field, allowing all students to express ideas regardless of background or resources.
- **Leadership Through Innovation:** Students learn to lead with technology — not just use it — preparing them to shape the future, not just adapt to it.

Summary of the Overarching Progression: 1st to 4th Grade

Innovative Entrepreneurship Curriculum – 35 Weeks per Grade

This four-year curriculum offers a transformative pathway for cultivating entrepreneurial excellence in VET students. It evolves from foundational awareness to strategic leadership, integrating creativity, planning, financial literacy, and innovation. Each grade builds on the last, preparing students not just to participate in the economy—but to shape it.

1st Grade: Laying the Foundations of Entrepreneurship

Focus: Building understanding and curiosity about entrepreneurship

- **Key Objective:** Introduce entrepreneurship as a mindset and societal force, while exploring personal strengths and creative thinking.
- **Outcomes:** Students discover entrepreneurial traits, explore community challenges, and begin generating ideas through teamwork and reflection.
- **Why It's Better:** Replaces passive learning with active exploration—students engage in storytelling, role-play, and real-world observation to build personal connection to entrepreneurship.

2nd Grade: Developing Entrepreneurial Competencies

Focus: Practical application and mastery of entrepreneurial skills

- **Key Objective:** Equip students with the 15 EntreComp competencies, while guiding them through business planning, financial literacy, and market research.
- **Outcomes:** Students create business plans, simulate funding pitches, and develop leadership and collaboration skills.
- **Why It's Better:** Bridges theory and practice through hands-on projects, budgeting workshops, and teamwork challenges—reflecting the realities of entrepreneurial execution.

3rd Grade: Mastering Advanced Tools and Strategies

Focus: Strategic thinking, risk management, and global best practices

- **Key Objective:** Enable students to apply advanced business tools and frameworks to analyze opportunities, solve problems, and plan ventures.
- **Outcomes:** Students use tools like SWOT, PEST, SMART goals, A3 problem-solving, and Business Model Canvas to design and refine entrepreneurial strategies.
- **Why It's Better:** Introduces strategic tools typically reserved for higher education, empowering students to think critically, adapt to failure, and lead with confidence.

4th Grade: Entrepreneurial Leadership & Impact

Focus: Visionary thinking, innovation, and leadership in dynamic markets

- **Key Objective:** Prepare students to lead ventures, scale impact, and engage stakeholders through strategic planning and ecosystem thinking.
- **Outcomes:** Students develop leadership styles, measure impact using KPIs, manage change, and present a capstone venture that reflects their growth and vision.
- **Why It's Better:** Goes beyond execution to cultivate entrepreneurial identity—students learn how to think, lead, and innovate in complex environments.

Why This Program Is Necessary

1. **Bridging the Skills Gap** Traditional curricula emphasize memorization over application. This program fills the gap by teaching real-world tools, strategic thinking, and entrepreneurial execution.
2. **Fostering a Growth Mindset** Students learn to embrace uncertainty, adapt to challenges, and view failure as a learning opportunity—essential traits in today's fast-changing economy.
3. **Alignment with Market Demands** The curriculum reflects global priorities: innovation, sustainability, digital fluency, and interdisciplinary problem-solving.
4. **Encouraging Lifelong Learning** From personal reflection to strategic planning, students develop habits of curiosity, resilience, and continuous improvement.
5. **Enhancing Economic and Social Impact** By nurturing confident, capable entrepreneurs, the program contributes to regional development, job creation, and social innovation.

Teacher Training Materials for Innovative Entrepreneurship Curriculum (Grades 1–4)

Overview: Training Objectives

By the end of the training, teachers will be able to:

- Understand the pedagogical framework and progression across all four grades
- Apply experiential, project-based, and competency-driven teaching strategies
- Use key entrepreneurship tools (e.g. SWOT, Business Model Canvas, SMART goals)
- Facilitate teamwork, leadership, and reflective learning
- Assess student performance using formative and summative methods
- Integrate guest speakers, digital tools, and cross-curricular links

Module 1: Curriculum Orientation

Duration: 2 hours **Purpose:** Familiarize teachers with the structure, goals, and flow of the 4-year curriculum

Topics Covered:

- Curriculum overview by grade level
- EntreComp framework and progression
- Key themes: creativity, planning, finance, leadership, impact
- Capstone projects and assessment criteria

Activities:

- Curriculum mapping exercise
- Group discussion: “What does entrepreneurship mean in VET?”
- Reflection: Identify personal strengths as entrepreneurial educators

Module 2: Teaching Strategies & Classroom Methods

Duration: 3 hours **Purpose:** Equip teachers with active learning techniques tailored to entrepreneurship

Topics Covered:

- Project-based learning
- Problem-based learning
- Role-play and simulation
- Reflective journaling and peer coaching

- Visual thinking and tool-based instruction

Activities:

- Micro-teaching: Practice delivering a lesson using simulation
- Strategy matching: Align teaching methods to specific units
- Peer feedback: “What worked, what could improve?”

Module 3: Entrepreneurship Tools & Frameworks

Duration: 4 hours **Purpose:** Train teachers to use and teach key business tools confidently

Tools Covered:

- Opportunity Assessment
- SWOT & PEST Analysis
- A3 Problem-Solving Tool
- SMART Objectives
- Business Model Canvas
- Financial Statement Basics
- Communication Plan
- Risk Analysis
- Lessons Learned Framework

Activities:

- Tool walkthroughs with sample student work
- Group challenge: Apply 3 tools to a mock business idea
- Troubleshooting session: “What if students struggle with abstract tools?”

Module 4: Assessment & Feedback

Duration: 2 hours **Purpose:** Help teachers evaluate student progress meaningfully

Topics Covered:

- Formative vs. summative assessment
- Rubric design for creativity, teamwork, and strategic thinking
- Peer and self-assessment techniques
- Portfolio evaluation

Activities:

- Rubric creation workshop
- Case study: Assessing a student pitch

- Feedback role-play: Delivering constructive critique

Module 5: Ecosystem Engagement & Guest Integration

Duration: 1.5 hours **Purpose:** Support teachers in connecting students with real-world entrepreneurship

Topics Covered:

- How to invite and brief guest speakers
- Organizing pitch panels and feedback sessions
- Field visits and virtual tours
- Building local partnerships with SMEs and incubators

Activities:

- Guest speaker planning template
- Role-play: Introducing a guest and moderating Q&A
- Brainstorm: Local organizations to engage

Module 6: Digital Tools & Portfolio Building

Duration: 2 hours **Purpose:** Introduce platforms and tools for organizing student work and collaboration

Tools Suggested:

- Canva (visual design)
- Trello or Notion (project management)
- Google Workspace (collaboration and sharing)
- Miro (visual mapping and brainstorming)

Activities:

- Digital portfolio setup walkthrough
- Tool matching: Which platform fits which activity?
- Showcase: Sample student portfolios

Module 7: Teacher Reflection & Growth

Duration: 1 hour **Purpose:** Encourage teachers to reflect on their role as entrepreneurial mentors

Topics Covered:

- Growth mindset in teaching
- Navigating uncertainty and innovation
- Building a personal teaching philosophy

Activities:

- Reflection journal: “My journey as an entrepreneurship educator”
- Peer sharing: Successes and challenges
- Goal setting: “What I want to try this year”

Included Resources

- Printable toolkits for each grade level
- Editable rubrics and assessment templates
- Sample lesson plans and student work
- Guest speaker invitation templates
- Portfolio guidelines and digital tool tutorials
- Teacher reflection journal prompts

Literature:

1st Grade: Laying the Foundations of Entrepreneurship

Focus: Curiosity, creativity, basic concepts, and personal development

1. **Kidpreneurs: Young Entrepreneurs with Big Ideas** – Adam Toren & Matthew Toren
2. **The Teen Entrepreneur Toolbox** – Anthony O’Neal (Dave Ramsey)
3. **Design Thinking for Kids** – Gabriel R. Kuris (Stanford d.school-inspired)
4. **StartUp Smart: A Handbook for Young Entrepreneurs** – Young Enterprise UK
5. **Entrepreneurship Education Toolkit for Schools** – European Commission
6. **The Lemonade Stand Guidebook** – Junior Achievement USA
7. **My First Business Plan Workbook** – BizKids.org
8. **Creativity Express Teacher’s Guide** – Art & Creative Materials Institute
9. **EntreComp into Action: Get Inspired, Make It Happen** – European Commission
10. **The Young Entrepreneur’s Guide to Starting and Running a Business** – Steve Mariotti (selected chapters)

2nd Grade: Developing Entrepreneurial Competencies

Focus: EntreComp mastery, business planning, financial literacy, teamwork

1. **EntreComp Playbook** – European Training Foundation
2. **Business Plan Workbook for Teens** – BizKids.org
3. **Money Matters: Financial Literacy for Teens** – National Endowment for Financial Education
4. **JA Be Entrepreneurial Teacher Guide** – Junior Achievement
5. **The Teen Guide to Starting a Business** – Peter G. Bielagus
6. **Entrepreneurship Skills for Secondary Education** – UNESCO Toolkit
7. **SWOT Analysis for Students** – MindTools for Schools
8. **Teamwork & Leadership Activities for Teens** – Mariam MacGregor
9. **Entrepreneurship Education: A Guide for Educators** – OECD
10. **Financial Fitness for Life: Teacher Guide (Grades 9–12)** – Council for Economic Education

3rd Grade: Mastering Advanced Tools and Strategies

Focus: Strategic thinking, business tools, problem-solving, planning

1. **Business Model Generation (Student Edition)** – Strategyzer (simplified excerpts)
2. **SMART Goals Toolkit for Educators** – Edutopia / MindTools
3. **A3 Thinking for Students** – Lean Enterprise Institute (adapted for education)
4. **Entrepreneurship Toolkit for Youth** – Youth Business International
5. **Problem Solving for Teens** – Free Spirit Publishing

6. **PEST Analysis Explained for Students** – BusinessEd.co.uk
7. **Financial Literacy Toolkit for Teachers** – OECD / EU Commission
8. **The Innovation Toolkit** – Nesta UK
9. **Strategic Planning Workbook for Teens** – BizKids.org
10. **The Entrepreneur's Guide to Risk Management** – Young Enterprise (adapted)

4th Grade: Entrepreneurial Leadership & Impact

Focus: Leadership, scaling, impact measurement, sustainability

1. **Leadership Skills for Teens** – Mariam MacGregor
2. **Measuring Impact: A Guide for Young Entrepreneurs** – Ashoka Youth Ventures
3. **Sustainable Business Toolkit for Schools** – UN SDG Education Hub
4. **Entrepreneurial Ecosystems Explained** – OECD for Youth
5. **KPI Basics for Students** – BusinessEd.co.uk
6. **Change Management for Young Leaders** – Youth Business International
7. **Communication Planning Guide for Educators** – Edutopia
8. **Social Innovation Toolkit for Youth** – European Youth Portal
9. **Business Model Canvas for Teens** – Strategyzer (simplified)
10. **Lessons Learned Journal Template** – Design for Change Global

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