Erasmus Mobility Academy
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DOCUMENT Course Description
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COURSE DESCRIPTION

Education Meets Entrepreneurship: From Learners to Changemakers

Entrepreneurship education is not only about teaching students how to start a business. This five-day practical course in Rome helps teachers and educators design learning experiences that develop entrepreneurial competences in learners across different subjects, combining Design Thinking with CreActionality™. Bring an educational idea. Leave with a learning experience that empowers students to turn ideas into action and create value.

DURATION	LANGUAGE	GROUP SIZE
5 days · 25 hours	English (B1+)	Max 20 participants

DAILY SCHEDULE	CERTIFICATE
09:30–14:30 Monday to Friday, with coffee breaks	Attendance + Europass Mobility

AUDIENCE
Teachers, educators, school staff, educational coordinators and school leaders
No previous experience of entrepreneurship education or Design Thinking is needed.

COURSE CENTRES
Rome
Dates and cities of the scheduled sessions are listed on the course page.

01 Overview

Entrepreneurship education is about helping learners develop the mindset and competences to recognise opportunities, take initiative, solve problems, collaborate with others and create value for society. This course combines Design Thinking with CreActionality™, an original methodology developed by Giancarlo La Pietra that connects Creativity, Rationality and Action, applied here to helping educators guide learners from identifying opportunities to developing, testing and implementing ideas that create value.

You explore how to move from traditional knowledge transmission towards challenge-based and experiential learning, where students identify real needs, develop ideas, test solutions and reflect on the value they create. Working on an educational idea for your own learners, you move through five stages, each with its own output:

- **Discover** — from teaching knowledge to empowering initiative → Entrepreneurial Competence Map
- **Identify Opportunities** — helping learners identify needs and turn them into opportunities → Opportunity and Challenge Canvas
- **Create** — designing activities that turn creativity into action → Learning Experience Design
- **Experiment** — encouraging learners to test ideas and learn through action → Student Project Prototype and Testing Plan

- **Empower** — from educational activities to lasting competences → Entrepreneurial Learning Experience and implementation roadmap

The focus is not on preparing students to become entrepreneurs in the narrow sense, but on enabling them to become proactive individuals who can create value in different areas of life.

02 Course description

Schools can play a fundamental role in preparing learners to become active, creative and responsible citizens, capable of transforming ideas into meaningful actions. This course supports teachers and educators in designing learning experiences that foster entrepreneurial thinking and action across different subjects and educational contexts. Through practical workshops and collaborative activities, you design an entrepreneurial learning experience that can be implemented in your own educational context.

At the end of the course, each participant or working group presents an Entrepreneurial Learning Experience designed for their own educational context. The proposal includes:

- the target learners and the competences to be developed;
- a real-world challenge or opportunity;
- a student-centred learning process;
- practical activities and expected outputs;
- a prototype or experimentation phase;
- assessment criteria and indicators of value creation;
- a plan for implementation in the school environment.

Together with the competence map, canvas, learning experience design and prototype you develop during the week, this forms your Entrepreneurial Learning Toolkit: a set of activities, tools and assessment criteria ready to be adapted to your own educational context.

EMPOWER is one of three courses that form a learning pathway with CreActionality™ as their common methodological framework: INNOVATE (Leading Educational Change) focuses on leading change and innovation in educational contexts, DEVELOP (From Educational Challenge to European Project) on turning educational challenges into European project concepts, and EMPOWER on enabling learners to turn ideas into action and create value. Each course can be attended on its own.

03 Learning outcomes

01 Understand entrepreneurship as a transversal competence and educational approach.

02 Recognise the relevance of entrepreneurial competences for learners' personal, social and professional development.

03 Identify opportunities to integrate entrepreneurship education into different subjects and learning environments.

04 Apply Design Thinking and creative problem-solving to educational activities.

05 Design learning experiences based on real challenges and opportunities.

06 Support learners in developing ideas and transforming them into actionable projects.

07 Use prototyping, experimentation and feedback as learning tools.

08 Assess entrepreneurial competences and the value created through learning activities.

04 Methodology

CreActionality™ and Design Thinking	CreActionality™ connects Creativity, Rationality and Action, combining creative thinking, structured analysis and practical experimentation, with a strong focus on turning ideas into tangible solutions and generating measurable impact. In this course it is applied to guiding learners from identifying opportunities to developing, testing and implementing ideas that create value, while Design Thinking and creative problem-solving supply the practical tools.
Creativity — recognise and imagine	Recognising needs and opportunities in the world around learners and generating ideas to address them.
Rationality — frame and assess	Framing opportunities, building value propositions and assessing the competences developed and the value created.
Action — prototype and implement	Prototyping, testing, learning from mistakes and putting ideas into practice.
Learning by doing	The course is based on experiential learning. You experience the same process you will later facilitate with your students: identifying challenges, recognising opportunities, generating ideas, developing solutions, testing assumptions and evaluating results.
A practical learning pathway	Five stages, Discover → Identify Opportunities → Create → Experiment → Empower, combining entrepreneurship education and competence development, Design Thinking and human-centred innovation, challenge-based and project-based learning, collaborative learning and peer exchange, and prototyping and experimentation.
Reflection and formative assessment	Reflection and formative assessment run through the week, and on the last day you develop assessment criteria and indicators for your own learning experience.

05 Daily programme

Day 1

Understanding Entrepreneurship as an Educational Competence

- **Theme:** From teaching knowledge to empowering initiative.
- **Output:** Entrepreneurial Competence Map — the competences and behaviours to be developed in your learners — and initial learning objectives.
- **CreActionality™ focus:** Creativity and Rationality — exploring what entrepreneurial competence means and mapping it in school life.
- **Key topics:** what entrepreneurship means in an educational context; entrepreneurship beyond business creation; the EntreComp framework and entrepreneurial competences; initiative, creativity, self-efficacy, collaboration and responsibility; the role of teachers as facilitators of entrepreneurial learning; identifying opportunities to develop entrepreneurial competences across subjects
- **Activities:** Entrepreneurial competence self-assessment. Mapping entrepreneurial behaviours in everyday school situations. Analysis of educational examples and good practices.

Day 2

Recognising Opportunities and Creating Value

- **Theme:** Helping learners identify needs and turn them into opportunities.
- **Output:** Opportunity and Challenge Canvas — a structured analysis of a real-world challenge suitable for an educational activity.
- **CreActionality™ focus:** Creativity — observing, identifying opportunities and reframing problems.
- **Key topics:** understanding needs, problems and opportunities; observing the local community and the world around us; social, environmental, cultural and economic value creation; from problem identification to opportunity framing; developing curiosity, empathy and an opportunity-oriented mindset
- **Activities:** Community and stakeholder mapping. Challenge discovery. Opportunity identification workshop. Reframing problems as opportunities for action.

Day 3

From Ideas to Entrepreneurial Learning Experiences

- **Theme:** Designing activities that turn creativity into action.
- **Output:** Learning Experience Design — a practical learning activity that develops entrepreneurial competences — and an initial project concept.
- **CreActionality™ focus:** Creativity and Rationality — developing ideas into value propositions and learning activities.
- **Key topics:** creative thinking and collaborative ideation; applying Design Thinking to entrepreneurship education; from ideas to value propositions; designing interdisciplinary and challenge-based learning activities; supporting student autonomy, teamwork and initiative
- **Activities:** Idea generation and selection. Development of a value proposition. Design of a student-centred learning experience. Peer feedback and refinement.

Day 4

Experimenting, Prototyping and Learning from Feedback

- **Theme:** Encouraging learners to test ideas and learn through action.
- **Output:** Student Project Prototype — a concept or prototype developed through an experiential learning process — and a Testing Plan.
- **CreActionality™ focus:** Action — testing, learning from feedback and adapting.
- **Key topics:** the importance of experimentation in entrepreneurial learning; prototyping simple solutions with limited resources; testing ideas with potential users and stakeholders; learning from mistakes and adapting solutions; collaboration, communication and resource mobilisation; digital tools and AI as support for learning and experimentation
- **Activities:** Rapid prototyping workshop. Simulation of student project development. User feedback and testing, with fellow participants in the role of learners and stakeholders. Reflection on learning processes and team dynamics.

Day 5

Empowering Learners and Assessing Value Creation

- **Theme:** From educational activities to lasting competences.
- **Output:** Complete Entrepreneurial Learning Experience and implementation roadmap.
- **CreActionality™ focus:** Action and reflection — implementing ideas and assessing the value they create.

- **Key topics:** how to facilitate learner initiative and ownership; creating opportunities for students to present and implement their ideas; assessing entrepreneurial competences through practical evidence; measuring learning outcomes and value creation; integrating entrepreneurial learning into school strategies and curricula
- **Activities:** Finalisation of the Entrepreneurial Learning Experience. Development of assessment criteria and indicators. Peer review and presentations of participants' learning experiences. Individual implementation planning.

PLEASE NOTE

Sessions run from 09:30 to 14:30, Monday to Friday, with coffee breaks. Timings can shift a little to suit the venue and the group.

Course activities and content may vary depending on participants' needs and the trainer leading the session; any changes are at the trainer's discretion. If there is a specific topic you would like included, please let us know — content-related requests must reach us at least 3 weeks before the course start date so we can confirm them in time.

06 Materials

- Your Entrepreneurial Learning Toolkit, built step by step across the week from your own educational idea: a set of activities, tools and assessment criteria ready to adapt to your learners.
- Toolkit contents: Entrepreneurial Competence Map; Opportunity and Challenge Canvas; Learning Experience Design; Student Project Prototype and Testing Plan; assessment criteria and indicators of value creation; implementation roadmap; final presentation.

07 How to prepare

- Bring an educational idea — an activity, a project or a challenge you would like to explore with your learners. Nothing needs to be written in advance, and you share only as much of it as you are comfortable with.
- Come ready for practical exercises, prototyping, peer feedback and collaborative work: during the week you go through the same process you will later facilitate with your students.
- No previous experience of entrepreneurship education or Design Thinking is needed, and you do not need to teach business or economics. The course works across subjects, for teachers and school staff as well as for coordinators and school leaders.

08 After the course

- Participants will receive their Certificate of Attendance and the co-signed Europass Mobility document.
- You leave with an Entrepreneurial Learning Experience designed for your own learners, with target competences, a real-world challenge, a student-centred learning process, a prototype phase, assessment criteria and an implementation plan, ready to take forward at your school.
- You will have gone through the Discover → Empower pathway yourself, so you can guide your students from an idea to action that creates value.
- Participants will complete a general course evaluation and event survey.

09 What the course fee covers

INCLUDED IN THE COURSE FEE

- 25 hours of training and course materials
- Certificate of Attendance + Europass Mobility document
- On-site local support throughout the week

ARRANGED SEPARATELY BY THE PARTICIPANT

- Travel to the host city — invitation letter on request
- Accommodation — we share recommended options
- Travel & health insurance

ISSUED BY

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COURSE PAGE

erasmusmobilityacademy.com/courses/education-meets-entrepreneurship

ABOUT ERASMUS MOBILITY ACADEMY

Erasmus Mobility Academy (OID: E10304561) is an Erasmus+ training provider offering professional development courses for educators, school staff and youth workers across Europe. Our courses are designed for international mobility — open to participants travelling from a country other than the host country — and support schools in building lasting institutional capacity. We provide structured learning, logistical guidance and certification, including the Europass Mobility document.