

Project based learning

Summary

This 6-hour project-based activity enables Master Trainers and Trainers to collaboratively design two learner-centred entrepreneurship training modules: one focusing on Financial and Economic Literacy and another on Taking the Initiative. Building on mentoring principles explored earlier in the module, trainers design gender-responsive, contextually relevant, and experiential learning materials that empower women entrepreneurs to understand finances, make confident business decisions, and take proactive steps toward achieving their goals.

By the end of this project-based activity, Master Trainers and Trainers will be able to:

- Design two entrepreneurship training modules (Financial and Economic Literacy and Taking the Initiative) using learner-centred and inclusive approaches.
- Apply mentoring strategies that strengthen women's financial confidence and proactive behaviour.
- Incorporate gender-sensitive, real-world examples to foster initiative and resourcefulness.
- Prototype blended learning materials combining mentoring dialogue and experiential learning.

Preparation

Estimated duration: 1 hour

1. Context Exploration

In co-creation teams, trainers identify local financial challenges faced by women entrepreneurs and examples of initiative in addressing them.

2. Inspiration Inputs

Review two short case studies of women entrepreneurs who demonstrated financial awareness and initiative (e.g., diversifying income or reinvesting profits).

3. Ideation Session

Groups outline learning outcomes for each module (Financial and Economic Literacy / Taking the Initiative) using the EntreComp Framework as a guide.



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Delivery

Estimated duration: 4 hours

1. Design Sprint – Enterprising Module: Financial and Economic Literacy (2 hrs)

- Define module aims and outcomes for women entrepreneurs at EntreComp Foundation to Intermediate levels.
- Co-create one interactive activity, for example, the “Smart Budget Challenge”: learners manage fictional business budgets, allocate funds, and reflect on their decisions.
- Include mentoring prompts such as “What trade-offs might you face in your own business?” or “How can you plan ahead for uncertainty?”.

2. Design Sprint – Enterprising Module: Taking the Initiative (1.5 hrs)

- Identify what “taking initiative” looks like in entrepreneurship (problem-solving, acting on ideas, leadership).
- Co-create one experiential activity, such as the “Opportunity Action Plan”: learners choose one small business improvement, design an action plan, and share next steps.

3. Peer Exchange (30 mins)

- Groups present both draft modules and gather feedback through discussion: What works? What needs refining? What new ideas could improve it?
- Feedback can be collected verbally or on digital boards (Padlet, Miro, etc.).



Project based learning

Reflection

Estimated duration: 1 hour

1. Reflection (30 minutes)

Individual reflection journal or short audio note:

- How can mentoring increase women's confidence to make financial decisions and take initiative?
- Which facilitation strategies supported inclusion and collaboration?

2. Review (30 minutes)

Groups refine and peer-review prototypes using criteria focused on:

- Alignment with EntreComp competences.
- Gender sensitivity and contextual relevance.
- Application of mentoring principles.
- Practicality and learner engagement.

Entrepreneurship Module

Each group produces two enterprising module prototypes (Financial and Economic Literacy and Taking the Initiative) each containing a session outline, one core interactive activity and facilitator guidance. Materials can be presented in multiple formats (e.g., infographic, storyboard or digital file) and saved to a shared drive before their review, finalisation and upload to the WEntre Online Learning Platform.

