

# Project based learning

## Summary

This 6-hour project-based activity enables Master Trainers and Trainers to co-create three interconnected entrepreneurship training modules centred on Spotting Opportunities, Creativity and Vision. Trainers design learning materials that encourage women entrepreneurs to explore unmet needs, generate innovative ideas, and define a compelling vision for their enterprises.

By the end of this project-based activity, trainers will be able to:

- Design three enterprising training modules (Spotting Opportunities, Creativity, Vision) combining experiential and learner-centred approaches.
- Apply creative and design-thinking methods to support opportunity recognition and innovation.
- Use reflective and visual tools to help learners articulate a vision.
- Prototype blended learning materials making creativity accessible in diverse contexts.

## Preparation

Estimated duration: 1 hour

### 1. Context Exploration

Discuss how women identify opportunities and develop innovative business ideas in their communities.

### 2. Inspiration Inputs

Analyse short case studies of women entrepreneurs who created new value through creativity and vision.

### 3. Ideation Session

Groups outline learning outcomes for each module (Spotting Opportunities / Creativity / Vision).



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### Delivery

Estimated duration: 4 hours

**1. Design Sprint – Enterprising Module:** Spotting Opportunities (1 hrs)

Create an “Opportunity Radar” to help learners scan community or market trends and identify emerging opportunities.

**2. Design Sprint – Enterprising Module:** Creativity (1 hrs)

Develop an “Idea Remix Workshop” where learners reimagine existing business ideas for new audiences or needs.

**3. Design Sprint – Enterprising Module:** Vision (1 hr)

Facilitate a “Vision Mapping Canvas” where learners visualise the future of their businesses and desired impact.

**4. Peer Exchange** (1 hr)

Groups present draft modules and receive peer feedback on creativity, feasibility, and contextual fit.

### Reflection

Estimated duration: 1 hour

**1. Reflection** (30 minutes)

Individual journal or audio reflection on how creativity and vision can be cultivated in entrepreneurship training.

**2. Review** (30 minutes)

Groups review prototypes using criteria on clarity, creative and reflective methods, and relevance to women’s contexts.

### Entrepreneurship Module

Each group produces three enterprising module prototypes (Spotting Opportunities, Creativity and Vision) 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.