

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.



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