**REPORT**

**OF STUDENTS’ PILOT COURSE IMPLEMENTATION AT “FAN S. NOLI” UNIVERSITY**

**SUPPORTED BY ENTRAL PROJECT**

**Working group**

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**Title of the course**: Innovation Camp

Creating an entrepreneurial opportunity

**Trainer:** Prof.as.dr. Aida Gabeta;

Prof.as.dr. Mirela Cini

**Date:** 23, 24, 25 May 2023

**Number of hours*:*** 18 hours

**Number of students*:*** 35

**General Information:**

The Innovation Camp was organized by "Fan S. Noli", Korçë within the EntrAL project, with the aim of involving the university in promoting entrepreneurship and innovation. This innovation camp was based on the transferable skills and experience gained during the Innovation Camp organized within the EntrAL project at the University of Turku, Finland in November 2021.

Participating students developed business ideas in groups, in order to get hands-on experience in entrepreneurship, the process of developing a business idea and how to sell it. Participants were expected to engage and challenge themselves, how real entrepreneurs would react in similar contexts and especially in the Albanian context.

**The purpose:**

The aim of this module was to help students from different disciplines gain basic knowledge in entrepreneurship and to bring this knowledge from lectures to practice. The course helped students to gain confidence in self-analysis of entrepreneurship readiness to explore various environmental opportunities, utilize its capability (entrepreneurial ability) based on the available resources and the need for self-achievement (motivation).

**The objectives of course** :

1. Increase theoretical understanding of the entrepreneurial opportunity process from the creative point of view - Students were introduced to the theoretical concepts of entrepreneur and entrepreneurship and how it differs from self-employment.

2. How to start an entrepreneurial project and how to generate business ideas. - Students were encouraged to generate their business ideas through identifying problems in their communities or their country.

3. How to bring business ideas into the market- students were introduced to the importance of pitching in entrepreneurship, focusing in selling a business idea through the different elements of pitching.

**The target group:**

This module was designed for university students. It encouraged students to create new ideas and come up with excellent strategies as well as allowed them to dive deeper and understand the value of their business idea and effective ways to implement those ideas.

The camp also emphasized how entrepreneurial attitude positively affects students' entrepreneurial mindset. After the camp students increased their theoretical understanding of the entrepreneurial opportunity process and had better knowledge in how to start an entrepreneurial project and how to bring business ideas into the market.

**Implementation of the student course “Innovation Camp”at “Fan S. Noli” University:**

The training module was developed over three days in 18 hours.

Each training day was organized into activities according to the following divisions:

**Day 1 – 23 May**

|  |  |  |  |
| --- | --- | --- | --- |
| Time | Activity | Class working hours | Individual or group work hours |
| 9:00– 09.30 | **Activity 1. ​**  Presentation and organization of the module | **(0.5) ​** |  |
| 9:30– 10.30 | **Activity 2.**  Presentation by the participants about the interest in this topic | **(0.5)** |  |
| 10:30 -11.30 | **Activity 3**. ​  Theoretical approaches to entrepreneurial opportunities | **(1)​** |  |
| 11.30 -11.45. | *Coffee break* | |  |
| 11.45 - 12.45 | **Activity 4.**  ​Entrepreneurship as an event to create entrepreneurial opportunities | **(1)** |  |
| 12.45 -13.00 | Conclusions from the first day |  |  |
|  | Generating a business idea |  | **(3)** |
|  | TOTAL **6 hours** | **3 hours** | **3 hours** |

**Day 2 – 24 May**

|  |  |  |  |
| --- | --- | --- | --- |
| Time | Activity | Class working hours | Individual or group work hours |
| 9:00– 10.00 | **Activity 1.** Business development tools and methods | **(0.5) ​** |  |
| 10:00– 10.30 | Activity 2. Group Work – Exploring Entrepreneurial Role Models | **(0.5)** |  |
| 10.30 -10.45 | **Coffee break** | |  |
|  | Activity 3. Key elements of a business plan | **(1 ) ​** |  |
| 11. 45 – 13.15 | Activity 4. Starting and entrepreneurial project | **(1)** |  |
| 13.15 – 13.30 | Conclusions from the second day |  |  |
|  | Create a Business Plan |  | **(3)** |
|  | TOTAL **6 hours** | **3 hours** | **3 hours** |

**Day 3 – 25 May**

|  |  |  |  |
| --- | --- | --- | --- |
| Time | Activity | Class working hours | Individual or group work hours |
| 9:00– 11.00 | **Activity 1.** Selling your entrepreneurial idea. (Presentation ) | **(2) ​** |  |
| 11:00– 11.15 | **Coffee break** | | |
| 11.15 -13.15 | **Activity 1.** Selling your entrepreneurial idea (*the activity continues*) (Presentation ) | **(2) ​** |  |
| 13. 15 – 14.15 | *Lunch break* |  |  |
|  | Activity 2. The most valued business idea | **(0.5 ) ​** |  |
| 14. 15 – 15.15 | Activity 3. Training feedback | **(1)** |  |
| 15.15 – 15.45 | Activity 4. Closing ceremony. Conclusions. | **(0.5 )** |  |
|  | TOTAL **6 hours** | **6 hours** |  |

After the publication of the call for participating, the implementation team create the link of registration as below:

<https://forms.office.com/Pages/DesignPageV2.aspx?origin=NeoPortalPage&subpage=design&id=i2QCkSe5g0O1uJDOc7_ggSB_wbXeQztHsccshgc5XWFURDIzT09PR1czVEdSWVE4UDdXUEFHSjFVRy4u>

In this course participated 35 students from the Faculty of Economy and the Faculty of Natural and Human Sciences, the Faculty of Agriculture and the Faculty of Education and Philology.

**The methodology:**

* This module was organized into theoretical and practical hours. During the implementation of the module several techniques, tools, and teaching aids were used so the students at the end of the course had a clear understanding of entrepreneurship. Some of these methods are :Lectures and case studies; Video; Analytical questions; Pitching role playing simulation; Group Work; Brainstorming Self-reflection and team building exercise ect.
* In this module was comibined the supportive lecture and classroom group work facilitation with with individual and/or group engagement to realize and promote successful entrepreneurial ideas.

**Students’business ideas:**

**Freelance Writing‍** -Create content for blogs, websites, and local publications.

**Event Planning** -Organize and coordinate events for your campus and outside clients.

**Handmade Crafts**- Sell unique handmade items like jewelry, paintings, or knitted goods.

**Digital Marketing-** Offer social media services to local businesses.

**Organic Farming**- Grow and sell organic vegetables or herbs.

**Travel Planning‍** -Plan trips or local experiences for fellow students during holidays.

**Campus Delivery Service -** Deliver food, books, or supplies across the campus for students.

**Pilot course evaluation:**

The email addresses have been sent to the project coordinators for an individual evaluation by the students who participate in the course.

**Conclusions and problems:**

1. Improve Student Engagement in group activities
2. Increasing Student Participation in generating a business idea
3. Gain confidence in self-analysis
4. Lack of information regarding entrepreneurship and how to create a business idea in practice



