  

**Report**

**Implementation of pilot course “Innovation Camp” of the EntrAL project**

**at the University “Aleksandër Moisiu” Durrës**

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**1. Title, purpose, objectives, target group**

**1.1 Title**

Innovation camp

**1.2 Purpose**

The main purpose of this module was to make students who participated in this module experience the concept of *Innovation Camp* through generating, developing and selling their business idea in teams replicating the Innovation Camp model of the UTU Innovation Camp held in November 2021.

**1.3 Objectives**

* Better understanding on the requirements of how to be an entrepreneur
* Development of entrepreneurial skills
* Development of the entrepreneurial mindset for university students

**1.2.4 Target group**

The target group of this module were students of the University “Aleksandër Moisiu” Durrës. The main aim was to incentivize the participation of students from disciplines that were not traditionally linked to entrepreneurship.

**2 .The call**

The official call was distributed via the official website of the university and its social media channels for a duration of one month. The selection of the students was made by the EntrAL project team based, one of the main criteria of selection was the students’ motivation.

**3. Methodology**

* Energizers
* Lectures
* Case studies
* Ice-breakers
* Team building activities
* Self-reflection activities
* Strategizer platform
* Simulations.

**4.Number of participants and days**

48 participants**,** 12/12/2021 (Info day), 13/12/2021-15/12/2021(Innovation Camp)

**4.1 Participants**

The Innovation Camp had 33 % of the students were at their first of the studies of the bachelor degree, 53% at their second year of the studies of the bachelor degree and 14 % from the first year of the studies.





The majority of the participants were females.



The majority of participants were students in the Bachelor program “Business Administration”.

**4.2 Days**

Day 1

9:00– 9:15 Welcoming remarks

9:15 – 9:30 Energizer: Find the leader

9:30-9:45 Energizer 2

9:45 – 11:00 Supporting lecture Activity 1: Exploring entrepreneurship

11:00 – 12:00 Individual self-learning –Exploring Entrepreneurial role models

12:00 – 13:00 Lunch break

13:00 – 14:00 Guest Speaker Pranvera Rrapushi: Women Entrepreneurship Environment in Albania

14:00 – 17:00 Facilitated Team Work Activity 2: Team Building

17:00-18:30 Supporting lecture Activity 3: Generation of a business idea

18:30-21:00 Facilitated team work session Activity 3: Brainstorming in teams

Day 2 December 14

9:00 – 10:00 Supporting lecture

Activity 4: Business Development Tools and Methods

10:00-12:00 Facilitated team work session Activity 4: Business environment analysis Start Ups

12:00-13:00 Lunch break

13:00-14:00 : Supporting lecture Activity 5: Business Development Tools and Methods

14:00-15:00 Guest Speaker Armand Hasko

15:00: 17:00 Facilitated team work session Activity 5: Identifying the key components of a business plan

17:00-18:00 Supporting lecture Activity 6: Business Canvas Model

18:00-19:00 Exploring Strategyzer Platform

19:00-21:00 Facilitated team work session Activity 6: Identifying key components of the business development plan in teams

Day 3 December 15

9:00- 10:00 Pitching and simulations

10:00-11:00 Lessons learned from the module

11:00-12:00 Presentations

12:00-13:00 Lunch break

13:00-14:30 Presentations

14:00-15:00 Award ceremony and distribution of the certificates to the participants. Final remarks

**5. Preamble**

 Innovation Camp contained 3 sessions: Starting a business project, building and business project and selling a business projects. Sessions were divided in 7 activities: introduction to entrepreneurship, entrepreneurial skills, generating business ideas, analyzing business environment, business plan, business model canvas and pitching.

The aim of the first session was explain to students how to start an entrepreneurial project focusing on exploring the main the key concepts of entrepreneurship, developing entrepreneurial skills and generation of a business idea. The second session focused on building an entrepreneurial project, students performed market analysis through PESTLE and SWOT, they learned on how to develop a business plan and they used Business Model Canva. In the last session students presented their business idea in front of a jury using the elevator pitch method.

**6.Evaluation**

The evaluation was made as it follows:

Session 1 assessment : 35 %

Session 2 assessment : 45 %

Session 3 assessment : 20%

Total : 100%

Students presented their final business ideas on Day 3. A jury composed from the lectures of the Faculty of Business at the University “Aleksandër Moisiu” Durrës and the business sector. Students were awarded with certificates of participants and credits.