



## AccEnt

Providing entrepreneurial training and  
mentoring for staff.

### Training the trainer:

10:00 – 17:00, May 22<sup>nd</sup>, 2024

Aula 4, Department of Law, University of Macerata

Piaggia dell'Università 2, 62100 Macerata (Italy)

Deadline for subscription, May 7<sup>th</sup>, 2024



KULeuven  
Fontys UAS  
Thomas More UAS



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### **One-Day Training Programme on “Entrepreneurial Skills for Educators/trainers”**

The morning session focuses on two main areas as part of **the core entrepreneurial activities**:

#### 1. Opportunity Awareness/Recognition/Delineation (Creation):

In the context of entrepreneurship, opportunity recognition is the ability to identify business ideas that may lead to a viable new business venture. It involves identifying potential avenues for innovation and growth, and it's often the first step in the entrepreneurial process.

Two schools of thought exist regarding the ontology of entrepreneurial opportunities:

- Opportunity Recognition School: This perspective, based on the works of Kirzner, argues that opportunities objectively exist in the market, regardless of the entrepreneur. The entrepreneur's task is to find these opportunities and exploit them.

- Opportunity Creation School: This view, based on Schumpeter's conceptualization, sees opportunities as subjective constructions enacted by the entrepreneur.

#### 2. Opportunity Detection/Enactment:

Opportunity detection and enactment are key concepts in entrepreneurship and innovation. They refer to the process of identifying potential business opportunities and then taking action to realize them.

Opportunity detection and enactment are dynamic processes that require an in-depth understanding of various influencing factors. With a clear understanding of these factors, entrepreneurs can increase the likelihood of finding profitable opportunities.

Participants will understand how to identify potential business opportunities and take action to realize them.

The afternoon session is designed to **embody the process of entrepreneurship**. It focuses on:

#### 1. Self-Efficacy/Self-Confidence and Tolerance for Ambiguity/Risk Averseness:

This segment delves into the concepts of self-efficacy, self-confidence, tolerance for ambiguity, and risk averseness. Participants will learn about the importance of these traits in handling risks and uncertainties in entrepreneurship. They will understand how these traits can vary among individuals and can be influenced by various factors. They will also learn strategies and interventions to develop or mitigate these traits.



### 2. Perseverance/Resilience/Determination and Commitment/Energy/Achievement Orientation:

This part explores the concepts of perseverance, resilience, determination, commitment, energy, and achievement orientation. Participants will understand how these traits can help overcome challenges, achieve goals, and attain success. They will learn how these traits are associated with motivation and goal attainment, and how they can be developed over time.

These traits are not static and can be developed over time. They play a crucial role in personal growth, professional development, and overall success.

Figure 1. Revised EntreComp framework, based on research conducted at Flanders Business School/KULeuven

Enacting complexity	Core entrepreneurial activities	Conceptual competence
Forward looking/foresight/scenario thinking/imagination capabilities	Opportunity awareness/recognition/delineation (creation)	Decision making under uncertainty
Understanding your environment (driving forces/dynamics): business and societal – science and technology (PESTEL)	Opportunity detection/enactment	Analytical and synthetic skills (including system thinking)
Configuring resources	Embodying the process	Relational/interpersonal competences
Resource marshalling/project management	Self-efficacy/self-confidence Tolerance for ambiguity/risk averseness – handling ‘risks’	Communication/persuasion/negotiation
Design and organizing production, marketing, sales,... Including the development of customer (user) relationships (market strategies)	Perseverance/resilience/determination/commitment/energy/achievement orientation	Leadership/mobilization/stakeholder relationships (non-market strategies)

