

 **Title: Learning from others**

 **Annotation:**

Learning from success stories of others can be an inspiring process for finding/ refining own ideas to start a business. Analysing specific factors that are beneficial or obstructive can help to better understand support needs and the responsibility that comes with self-employment.

 **Key Competence:**

→ Competence to compare the realisation of business opportunities

 **Expected Output:**


→ Analyse supportive and obstructive structures

 **Keywords:**

Success stories, learning from examples, evaluate business ideas

 **Objective of the course:**

The objective is to get a clear understanding of what entrepreneurship is.

 **Duration:** 50 min.;  ppt.

 **Theoretical part – explanation of the content:**

Entrepreneur success stories as sources of inspiration:

Quitting a job and spending savings to become an entrepreneur is no easy task, especially in today's turbulent economic environment. Although there are many stories of extremely successful entrepreneurs, it can become a high-risk high-reward situation, which requires hard work and passion for the business. Success stories can inspire and give courage to take the step towards self-employment.¹

¹ Def. adapted from: Leo Sun. <http://www.businessdictionary.com/article/518/sources-of-inspiration-entrepreneur-success-stories/>

Useful links:

“Beer Distribution Game”: <http://www.beergame.org/the-game>

App (free): <https://beergameapp.firebaseio.com/>

Course on Marketing: https://saylordotorg.github.io/text_principles-of-marketing-v2.0/index.html

Useful website with entrepreneurial contents: <http://youthbusinessseurope.org>

References:

<http://www.businessdictionary.com/article/518/sources-of-inspiration-entrepreneur-success-stories/>

<http://www.businessdictionary.com/article/495/where-do-i-begin-preliminary-steps-for-starting-a-business/>

<http://www.businessdictionary.com/article/632/using-swot-analysis-to-develop-a-marketing-strategy/>

<http://www.businessdictionary.com/definition/creativity.html>

<http://www.businessdictionary.com/definition/market-orientation.html>

Egger-Subotitsch, Andreas/Fellinger-Fritz, Alfred/Meirer, Monika/Steiner, Karin/Voglhofer, Margit (2011): Praxishandbuch Train-the-Trainer-Methoden in der Berufs- und Arbeitsmarktorientierung. abif – Analyse, Beratung und interdisziplinäre Forschung. Im Auftrag und mit Unterstützung des AMS Österreich. (Practical guide of train-the-trainer methods for occupational and labour market orientation. abif - analysis, consulting and interdisciplinary research. On behalf and with the support of AMS Austria.)

<https://www.iconfinder.com/becris>

UNESCO (2006): Starting my own small business. A training module on entrepreneurship for learners in a non-formal setting. Facilitator’s guide.

Retrieved from: <http://unesdoc.unesco.org/images/0014/001449/144935e.pdf>

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