



PLAYING AND LEARNING FOR ENTREPRENEURSHIP

The **Entrepreneurship in Serious** project aims to improve the entrepreneurial mindset through the development of certain key skills for entrepreneurship using new methodologies. Based on games and social networks, allowing to build learning communities which combine non formal and informal activities to improve business skills. These methodologies, based on a tested and realistic theoretical background, can provide practical experiences in the field of work to new entrepreneurs.



CONSORTIUM

Promoter:



Confederación Española
Jóvenes Empresarios

www.ceaje.es

Partners:



www.cvoantwerpen.be



www.startvaekst.dk



www.southdenmark.be



www.apopsi.gr



www.inveslan.com



www.incsmps.ro

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ENTREPRENEURSHIP IN SERIOUS

During the lifetime of the project, two versions of the game were created:

1. An online, autonomous version

where start up entrepreneurs can test their skills and competences by opening and running a catering company. This version will provide automated feedback to the user.

2. A training version which will be played in the classroom

monitored and facilitated by an experienced vocational trainer. This version is called Classroom training (Face2Face-F2F)

The F2F version contains the same scenarios as the autonomous version, but the main difference is that the trainer has an active role in providing feedback and using the scenarios as part of his/her training related to entrepreneurship. The F2F version is ultimately a great tool for the trainer since it will allow them the following:

- Integrate regular vocational training on entrepreneurship with game elements,
- Integrate game scenarios in real situations and allow for discussion,
- Re-create the classroom training as group work using the online game as motivating tool,
- Integrate diverse training methodologies, hence cater for diverse training needs,
- Use the user manual as training material,
- Allow the trainees to test different technologies in training.

The above version will be available in all partner languages.

TARGET GROUP

1. Direct target group

- Entrepreneurs:
 - ~ who have started their businesses in the two years before;
 - ~ who are promoting a business idea;
 - ~ who begin to manage a family business;
- Entrepreneurs in general
- Trainers in entrepreneurship
- Vocational Education Centres

2. Other beneficiaries

- ~ Trainers
- ~ Experts on training
- ~ Experts on new methodologies applied to training/ learning
- ~ Labour counsellors and advisers
- ~ Stakeholders and social actors
- ~ Public authorities and bodies

MAIN OUTPUTS

Learning resources for improving entrepreneurial skills. the role of serious games and social networks.

The report contains the results of the research activities developed by the partnership aimed to analyse the role of serious games and social networks in the promotion of entrepreneurial skills, strengths and opportunities of this methodologies, weaknesses and threats of the use of these methodologies. Besides, the report includes about 30 cases of studies on the use of this methodology allowing to know more about the effectiveness of the new methodological approach.

LEARNING PLATFORM

A collaborative learning platform hosting the on-line adaptation of the game for improving the entrepreneurs' attitudes, the handbook and tools for social networking.

This learning environment will contain also other elements as videos, on-line bibliographical database, and information about future events ... etc. intended to support the learning process.

TWO VERSIONS OF THE GAME

The game has been designed to be played in two versions: autonomous on-line or training at class. Our goal is to teach the principles of doing business in an intuitive way, creating a real business experience for students, and adding this experience to their educational background.

Apart from the learning material, this game is an excellent tool for competence-based education. The knowledge gained is directly put into practice in a virtual reality, thus strengthening the relation between theory and practice.

For more information:

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