Entrepreneurial Skills
Framework

NEXT GENERATION

OF ENTREPRENEURS

TABLE OF CONTENTS

CONSORTIUM

INTRODUCTION

Dear readers,

The **Entrepreneurial Skills framework** you are holding has been developed by a rather experienced consortium of NGOs and few experts-facilitators, trainers and youth workers who has grassroot experience in the field of youth entrepreneurship. The **Next Generation of Entrepreneurship project** has as its principal objective the impulse of entrepreneurship and the entrepreneurial attitude among young people. Thus, the first step towards it is to analyse what the concept means and how it is encouraged worldwide. Before outlining the Pedagogical methodology approach of the entrepreneurial curricula (PR2), it is necessary to specify more exactly what skills and competences should be part of this curricula. In this line, the Entrepreneurial skills framework (PR1) will answer to this need, specifying which skills should be fostered for urging entrepreneurship among young adolescents.

The *first chapter* is devoted to the brief introduction to the notion of the entrepreneurship via 7 selected definitions of this multidimensional phenomenon. It also deals with the features of enterprising persons and the principles of entrepreneurship. The chapter further presents the concept of the youth entrepreneurship regarded as a catalyst for job creation.

In the *second chapter* you will get more knowledge concerning the concept of the entrepreneurial skills and its' main categories. The next part of the second chapter is focused on analysis of 6 entrepreneurial theories (1) Economic entrepreneurship theory, (2) Psychological entrepreneurship theory (3) Sociological entrepreneurship theory, (4) Anthropological entrepreneurship theory (5) Opportunity-Based entrepreneurship theory, and (6) Resource-Based entrepreneurship theory.

The *third chapter* presents analysis of the selected entrepreneurship programmes and the classification of different methods such as: *school curriculum, simulations, competitions, extracurricular activity, workshops, summer camps and study visits* that can support the development of entrepreneurial skills among young people.

The main issue developed on the *fourth chapter* is the identification of skills enhanced by the analysed methods and programmes presented in the *third chapter*. Through the analysis of

the following programs and methods like: *school curriculum, simulations, competitions, extracurricular activity, workshops, summer camps and study visits*, we presented what kind of entrepreneurial skills and knowledge can be developed by young people.

Chapter number five presents the role of ICT in entrepreneurship, as well as explores the digital technologies used to develop entrepreneurial skills. The first part of the chapter focuses on the importance of ICT for young entrepreneurs and their businesses. Then, the concept of ICT is presented as a tool for improving entrepreneurial skills of young people. Finally the fourth section of the fifth chapter includes the description of the digital technologies used to develop entrepreneurial skills such as: *coding*, *wireframing*, *the cloud*, *big data*, *online accounting and bookkeeping, 3D printing, android and iOS development*, *communication*, *social media*, and *search engine optimization (SEO)*.

The last chapter of the **Entrepreneurial Skills framework** includes the conclusion and recommendations to use for the **Next Generation of Entrepreneurs** educational methodology.

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CHAPTER 1

Brief introduction to entrepreneurship.
Youth entrepreneurship as a catalyst for job creation.

I. Introduction to entrepreneurship

Entrepreneurship is a multidimensional phenomenon that occurs in various areas of life, such as education, work, social activity, and politics. It is difficult to provide a single definition of the notion of entrepreneurship. However, *entrepreneurship* is most often associated with economic issues, and life attitude.

Entrepreneurship is:

- the process of creating and building something new, especially a new enterprise. The building process emphasizes the ability to use ideas, opportunities and taking risks (uncertainty).
- a set of traits and attitudes describing a specific human behavior. *Entrepreneurship* is characterized by: dynamism, activity, tendency to take risk, the ability to adapt to changing conditions, perception of opportunities and their use, innovation.

According to communication from The Commission to The Council, The European Parliament, The European Economic and Social Committee, and The Committee of The Regions ''Implementing the Community Lisbon Programme: Fostering entrepreneurial mindsets through education and learning'': ''*Entrepreneurship* refers to an individual's ability to turn ideas into action. It includes creativity, innovation and risk taking, as well as the ability to plan and manage projects in order to achieve objectives. This supports everyone in day-to-day life at home and in society, makes employees more aware of the context of their work and better able to seize opportunities, and provides a foundation for entrepreneurs establishing a social or commercial activity''.[1]

It is worth to know that the notion of ''*entrepreneurship*'' appeared at the turn of XVIII and XIX century and was connected with the industrial revolution and capitalism. *Entrepreneurship* was presented in the works of the representatives of the liberal economic and social thought. The precursors of this area were: A.Smith, J.B Say and J. Schumpeter.

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[1] https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52006DC0033&from=EN

In the scientific literature the notion of **entrepreneurship** was introduced by Say who identified entrepreneurs as drivers for economic development, emphasizing their role as one of the collecting factors of production allocating resources from less to fields that are more productive.

Nevertheless, one of the most popular definitions of entrepreneurship is that proposed by Drucker (Austrian-American management consultant, educator, and author, whose writings contributed to the philosophical and practical foundations of the modern business corporation) ''**Entrepreneurship** is defined as the act of starting and running your own business or a tendency to be creative and wish to work for yourself in your own ventures. An example of entrepreneurship is a person who is running his own business''.[2]

Among the features of enterprising persons are:

- creativity
- responsibility
- courage
- independence
- self-discipline
- awareness of aims
- innovativeness
- interpersonal skills
- practical skills connected with taking up business activity
- good work organization
- willingness to learn
- perseverance
- creativity and flexibility
- ability to communicate with others and solving potential conflicts
- ambition
- activity
- being hard-working
- ability to take risk
- cooperation skills
- psychological resilience
- leadership skills

The driving force of **entrepreneurship** is the unmet needs of people. Thus, the people who are aware of their own needs, and the needs of others start to become entrepreneurial ones. There is only necessary to create the proper conditions for them to take up business activity. **Enterprising person** is ready to take up initiative, start new activity and must be aware of taking up the potential risk. It should be highlighted that **entrepreneurship** is related to the ability to cope with difficult situations. Moreover, creativity is inextricably linked with

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[2] https://www.frankslide.com/what-is-entrepreneurship-according-to-peter-drucker/

entrepreneurship. Creative person has the ability to think ''out of the box'', analyses if the particular problem can be solved in different way. Creativity is an indispensable skill in order to develop the potential of the enterprise.

The Principles of *entrepreneurship*:

- adjusting the operational strategy to the emerging opportunities and not limiting ourselves only to the resources available at the particular moment;
- being aware of opportunities, taking quick action to take full advantage of the opportunity;
- efficient use of available resources;
- resource control and their rational use;
- good communication in the team performing the tasks;
- motivational & fair system of employees' salaries.

Summing up, *entrepreneurship* can be defined in a great variety of ways, for example as: set of traits, predisposition, attitude, talent, economic initiative, etc. It is something more than only setting up and running your own business. *Entrepreneurship* is among others the ability to take full potential of the emerging chances, what as a result demands the particular way of thinking and acting, all these issues should be learnt and possessed by the individual.

II. Youth entrepreneurship, as a catalyst for job creation.

As we already know, *entrepreneurship* can take many forms and definitions, however *youth entrepreneurship* is a specific type of entrepreneurship. According to Francis Chigunta from the University of Oxford: "*youth entrepreneurship* is the practical application of enterprising qualities, such as initiative, innovation, creativity, and risk-taking into the work environment (either in self-employment or employment in small start-up firms), using the appropriate skills necessary for success in that environment and culture."[3]

Unfortunately, the Covid-19 pandemic and the ongoing war in Ukraine caused that young people are the most affected in the labor market, especially those who are just entering this market. In the EU-27, 1.1 million young people aged 15-24 and another 1.02 million aged 25-29 lost their jobs between the fourth quarter of 2019 and the first quarter of 2021.[4] This problem affects also young people from our partner countries: Estonia, Spain, Italy, Austria and Romania. The global crisis caused by Covid-19 pandemic will have long-term influence on professional life of young people before the age of 25. This situation induce the International Labour Organization to name this demographic group as ''**Lockdown Generation**''.

The European Commission via the communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of

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[3] https://timreview.ca/article/394
[4] https://www.europarl.europa.eu/RegData/etudes/STUD/2021/662942/IPOL_STU(2021)662942_EN.pdf

the Regions and Social Committee and the Committee of The Regions ''Youth Employment Support: A Bridge to Jobs for the Next Generation'' states that work to help young people is their priority. The Commission's aim is ''strengthening education and training, fostering youth employment, ensuring fair working conditions and improving access to social protection for all, because young people are the next generation and deserve all the opportunities to develop their full potential to shape the future of our continent''.

According to the President of the European Commission, Ursula von der Leyen: "No Member State should have to choose between responding to the crisis or investing in our people. Therefore, Next Generation EU increases [...] youth employment support. It makes sure that people get the skills and the training and the education they need to adapt to this rapidly changing world."[5]

Despite the global economic crisis caused by the Covid-19 pandemic and the ongoing war in Ukraine, the development of youth entrepreneurship is still an effective measure to increase the level of employment among young people. Here, the crucial role plays the initiatives presented by the European Commission the communication ''Youth Employment Support: A Bridge to Jobs for the Next Generation'' that are digital and green transformations of the European Union that are ingrained in the DNA of our youth employment policies. They implement the European Pillar of Social Rights and support the New Industrial Strategy. What is more, the other Commission's proposals, such as the European Skills Agenda for sustainable competitiveness, social fairness and resilience, enable to foster youth employment.

The key aspect to support youth entrepreneurship is an extensive infrastructure that ensures the transfer of knowledge and skills necessary to start a business, enable young people to get the access to professional services (marketing, commercialization of innovations, technology transfer, facilitating access to financing sources, providing assistance in establishing business contacts, etc).

Moreover, the infrastructure that supports youth entrepreneurship may be represented not only by a given country, but also by for example, public and commercial organizations such as: business centers, entrepreneurship incubators, funds supporting entrepreneurship.

The most common forms of supporting youth entrepreneurship in other countries are: student business circles, business campuses that teach the practical development and implementation of business ideas, and business incubators that simplify the implementation of business projects by young inexperienced entrepreneurs, providing them with office space and other benefits.

Notably, volunteerism can also lead to youth entrepreneurship and subsequent job creation. Specifically, it is not only connected with the help to other people, but also it contributes to the personal development of the individual. Volunteering activities provide the ability to

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[5] https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52020DC0276&from=PL

develop personal skills such as independence, creativity, time-management and resistance to stress. Moreover, volunteerism does not only provide access to civic groups and social networks, it also connects young people with the resources and information they need to become entrepreneurs.

III. Conclusion

At present the younger generation need to face the new challenges, the global economic crisis caused by the Covid-19 pandemic and the ongoing war in Ukraine are just some of them. Beyond employment opportunities, and EU instruments (e.g European Pillar of Social Rights, the New Industrial Strategy, or the European Skills Agenda) to support youth entrepreneurship in response to these difficulties, modern skills are critical for young people to engage in civic activities and maintain mental wellbeing. At the same time, young people carry potential to drive social and economic change. Their creative energy and passion for innovations are valuable resources for the whole Europe.

Entrepreneurial skills.
Definition of the concept and analysis of entrepreneurial theories.

1. **Entrepreneurial skills**

Entrepreneurial skills represent a broad range of skill sets essential for establishing and managing a business, but also for increasing one's entrepreneurial success.

These skill sets are defined based on different factors identified as crucial for creating a successful and productive entrepreneurial environment in different business areas. These skills can be divided into four broad categories:

- **Personal characteristics**
- **Interpersonal skills**
- **Critical and creative-thinking skills**
- **Practical skills and knowledge**

Besides the obvious practical skills and knowledge in the field of entrepreneurship and business development/management, there are very specific skill sets which distinguish an entrepreneur and are essential for success and stability. As there are numerous skills that can be incorporated into the above-mentioned categories, it is necessary to filter the most important ones and also categorise them to ensure a clearer overview and analysis.

Therefore, according to E. Chell (2013, p.12), **four main categories of entrepreneurial skills** can be identified:

- **Idea identification/creation**
- **Capitalising on ideas**
- **Traits/behaviours**
- **Managerial/leadership skills**

This categorisation enables a more efficient detection of the most relevant and entrepreneurship-specific skill sets needed to be recognised and/or developed by an entrepreneur.

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Idea identification/creation	Capitalising on ideas
• Idea generation / envisioning • Opportunity recognition and means-end analysis • Ability to acquire information about a potential opportunity, domain knowledge and associated skills • Recognition of social / market need	• Awareness of environment and factors conducive to opportunity exploitation • Ability to garner the necessary material resources • Ability to convince others of the value of an opportunity • Networking and social embedding
Traits/behaviours	**Managerial/leadership skills**
• Self-belief, self-awareness, trust in own judgement etc. • Ability to manage risk and shoulder responsibility • Ability to endure and cope with difficulties. Energy, motivation, persistence etc.	• Ability to manage others • Ability to overcome institutional and other constraints • Ability to develop an idea as a commercial opportunity • Decision-making capability

Categories of entrepreneurial skills
Adapted from Chell (2013)

2. Entrepreneurial theories

Entrepreneurship theories offer better understanding of entrepreneurship behaviour exhibited by different (types of) entrepreneurs. It enables a better insight into why entrepreneurship is necessary but also why some people are more entrepreneurial than others. The theories showcase various approaches and perceptions held by entrepreneurs, and they have their roots in economics, psychology, sociology, anthropology, and management.

This report examines *six entrepreneurship theories*. These are: **(1)** *Economic entrepreneurship theory*, **(2)** *Psychological entrepreneurship theory* **(3) Sociological entrepreneurship theory**, *(4) Anthropological entrepreneurship theory* *(5) Opportunity-Based entrepreneurship theory*, and *(6) Resource-Based entrepreneurship theory*.

2.1 Economic Entrepreuship Theories

The *economic entrepreneurship* theory has deep roots in the classical and neoclassical theories of economics, and the Austrian market process (AMP). These theories explore the economic factors that enhance entrepreneurial behaviour. (Simpeh, 2011).

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OF ENTREPRENEURS

„Economic theories of entrepreneurship tend to receive significant criticism for failing to recognize the dynamic, open nature of market systems, ignoring the unique nature of entrepreneurial activity and downplaying the diverse contexts in which entrepreneurship occurs." (Dotingney, 2018)
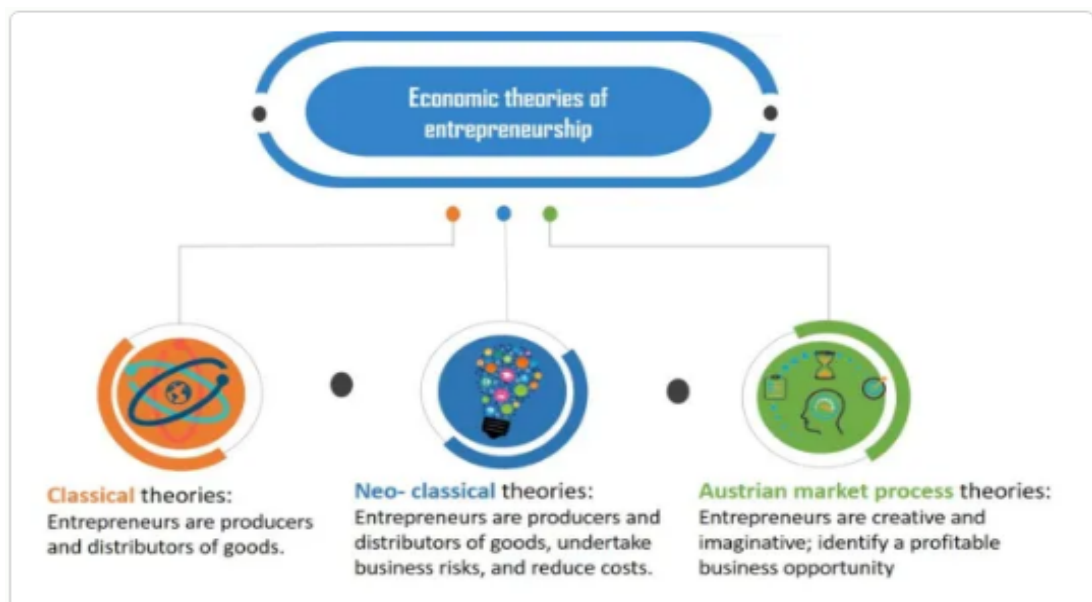
2.1.1. Classical Theory

Classical theorists confined the role of an entrepreneur to producers and distributors of goods in the marketplace.

2.1.2. Neo-classical Theory

Neo-classical theorists, on the other hand, described an entrepreneur as the people who, along with the production and the distribution of goods, undertake business risk, identify new opportunities, and simultaneously reduce costs for a business.

2.1.3. Austrian Market Process (AMP)

Austrian market process theorists focused on human actions based on their knowledge regarding the economy. These theorists defined an entrepreneur as the one who is creative and imaginative in his work and one who sees a profitable opportunity.

Economic Theories of Entrepreneurship (Walia and Chetty, 2020)

2.2.   Psychological Entrepreneuship Theories

Psychological theories of entrepreneurship focus on the individual and the mental or emotional elements that drive entrepreneurial individuals.

According to David McCLelland, a Harvard emeritus professor, entrepreneurs possess **a need for achievement** that drives their activity.

Julian Rotter, professor emeritus at the University of Connecticut, put forward a **locus of control theory**. Rotter's theory holds that people with a strong internal locus of control believe their actions can influence the external world and research suggests most entrepreneurs possess trait.

A final approach, though unsupported by research, suggests **personality traits ranging from creativity and resilience to optimism** drive entrepreneurial behavior. (Dotingney, 2018)

2.3.   Sociological Entrepreneurship Theory

The sociological theory centers its explanation for entrepreneurship on the various social contexts that enable the opportunities entrepreneurs leverage. Paul D. Reynolds, a George Washington University research professor, singles out four such contexts: **social networks, a desire for a meaningful life, ethnic identification and social-political environment factors.** (Dontigney, 2018)

2.4.   Antropological Entrepreneurship Theory

The anthropological model approaches the question of entrepreneurship by placing it within the context of culture and examining how cultural forces, such as social attitudes, shape both the perception of entrepreneurship and the behaviors of entrepreneurs. (Dotingney, 2018)

2.5.   Opportunity-Based Entrepreneurship Theory

Prolific business management author, professor and corporate consultant, Peter Drucker put forward an opportunity-based theory. Drucker contends that entrepreneurs excel at seeing and taking advantage of possibilities created by social, technological and cultural changes. For example, where a business that caters to senior citizens might view a sudden influx of younger residents to a neighborhood as a potential death stroke, an entrepreneur might see it as a chance to open a new club. (Dotingney, 2018)

2.6   Resource-Based Entrepreneurship Theory

The Resource-based theory of entrepreneurship argues that access to resources by founders is an important predictor of opportunity-based entrepreneurship and new venture growth. This theory highlights the importance of financial, social and human capital. Therefore, access to resources enhances the individual's ability to identify and act upon discovered opportunities. Financial, social and human capital represent three classes of theories under the resource – based entrepreneurship theories.

2.6.1   Financial Capital/Liquidity Theory

This theory suggests that people with financial capital are more able to acquire resources to effectively exploit entrepreneurial opportunities, and set up a firm to do so.

2.6.2   Social Capital or Social Network Theory

An individual may have the ability to recognize an entrepreneurial opportunity, but might lack the social connections to transform the opportunity into a business start-up. It is thought that access to a larger social network helps overcoming this issue.

2.6.3   Human Capital Entrepreneurship Theory

Underlying the human capital entrepreneurship theory, there are two factors: **education and experience**. The knowledge gained from education and experience represents a resource that is used by individuals to discover and understand differences in opportunity identification. (IPL source)

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CHAPTER 3

Analysis of entrepreneurship programmes and classification of different methods.

I. Introduction

There are different entrepreneurship programmes and methods that can influence the development of entrepreneurial competencies of young people and contribute to improvements of the business environment and creation of business ventures. They can not only strengthen the young people's capacities and competencies, making them more autonomous, but they can also positively influence individual entrepreneurial orientation, entrepreneurial skills, and motivation.

However, important to mention is that teaching about entrepreneurship is not all about starting a new business, but it is also about making young people more creative, opportunity oriented, proactive and innovative. Learners should train their ability and willingness to create value for other people, and entrepreneurship education has to be seen as a means to empower people to create social value for the public good.   Therefore, in today's society, all young people regardless of career choice need to have some level of entrepreneurial skills.

II. Different programmes and methods supporting young people to acquire entrepreneurial skills

In the following part, we will present different programmes and methods that can support the development of entrepreneurial skills in young people.

✓ School curriculum

By definition, a school curriculum is a particular set of courses that a school or other educational institution designates in order to foster education and meet the needs of a learning community. School entrepreneurship curriculum aims to empower young people to pursue entrepreneurial goals, helping them develop the knowledge, skills, and mindset necessary for success. Such a curriculum can help learners cultivate the values they will need to be successful leaders and entrepreneurs, and prepare them to creatively solve complex problems and create opportunities, while navigating comfortably through the unknown and uncertain future. When young people are introduced to entrepreneurial ways of thinking early on, they can learn to practice a hopeful outlook that will serve them in many aspects of

their lives and future career paths. Moreover, school entrepreneurship education can aid the improvement of general education through its innate capacity to foster the development of non-cognitive competencies leading to increased academic performance. School entrepreneurship curriculum can bring the real world into the classroom, reconsidering the traditional school approach mainly focused on left-brain development, where there are not many opportunities to learn basic skills such as good communication, self-awareness, self-direction, time-management, and personal responsibility. Indeed, while traditional education focuses on passive understanding, and written communication and neutrality, entrepreneurial one focus on insight and creativity, encouraging the emotional involvement of youngsters in the learning process.

✓ Simulations

Simulations are instructional scenarios where the learners are placed in a "world" defined by the educator. They represent a reality within which young people interact, while the educator controls the parameters of this "world", using it to achieve the desired instructional results.
As a form of experiential learning, simulations can take a number of forms that may contain elements of a game, a role-play, or an activity that acts as a metaphor. As active methods they can be used in upper classes of high school education, supporting experiential learning, problem-based learning and providing immediate feedback.

The idea behind simulations is that learners will experience the reality of the scenario and gather meaning from it. They can learn through interactive and experiential learning that mirrors the real world of starting and growing a new business, and be able to understand that decisions do not occur sequentially, but simultaneously and interactively, just as they do in the business world. Decisions are made with incomplete, unreliable, or unavailable information, where the problems are unfamiliar, within restricted timeframes, under competitive conditions, and are impactful on the future financial strength of the business. Those simulation games can be used not only as training tools, where learners must face the consequences of their decisions, but they can also provide an overall view of corporate strategic functions, and they can simulate market trends in order to improve learner`s capacity to face changes.

Simulated experiences are more realistic than some other techniques, as well as they can be so engaging and absorbing that learner may forget the educational purpose of the exercise. They can help young people understand the concepts from different sides, as they experience the activity first-hand, rather than hearing about it or seeing it.

✓ Competitions

Entrepreneurial competition is a crucial way for educational institutions to implement entrepreneurship education, and it is also the main way for many young people to understand and receive entrepreneurship education.

Entrepreneurial competitions offer a learning environment where youth can present their products and ideas, as well as they are given the chance to participate in the entire process of entrepreneurial activities including competitive analysis, business plan, financing, product development, and marketing. Different from traditional entrepreneurship education classes, where learners passively receive theoretical knowledge about entrepreneurship, such participatory and active learning methods can enable them to understand relevant entrepreneurial knowledge and policies better, obtain relevant entrepreneurial information, and improve their entrepreneurial skills in practice, thus stimulating their enthusiasm for entrepreneurship[6].

Generally, such competitions are open to the entire school, and all students have the opportunity to participate. However, they can be also organized among some classes of students from the same age, among one class or group of students, as well as they can be organized as part of extracurricular activity open to more young people from the community. During such competitions, learners can be challenged to design a solution to a unique scenario, and through a pitch round and business plan, to explain how their business idea can create a solution to the challenge, and what is the strategic business plan in support of their solution. Entrepreneurship competitions require competitors to demonstrate independence, creativity, determination, business savvy, and communication skills, while making them become better equipped students and more confident people. It is also possible that during such competitions, learners find a real passion for entrepreneurship or the business at hand, therefore, become real-life entrepreneurs in their communities in hopes of creating positive change.

The more learners are exposed to entrepreneurship, meet like-minded peers, and have the real-life experience of putting their ideas into action, the better prepared they will be for a successful future.

✓ **Extracurricular activity**

Extracurricular activities are programs that are not part of the regular school curriculum and are structured around an activity, goal, or purpose. Such activities are intended to meet learners' interests, help them become more involved in their school or community, and develop social and soft skills.

In particular, entrepreneurship extracurricular activities play a very important role to foster entrepreneurship awareness and attitudes among young people, as well as promote entrepreneurship initiative, aimed at offering proper support to entrepreneurship interests and intentions to start a new venture.

There are various forms of entrepreneurship extracurricular activity, including entrepreneurship games, business plan competitions, exchanges, business mentoring, clubs and societies, pre-incubators, workshop programs, entrepreneurship support programs,

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[6] https://www.frontiersin.org/articles/10.3389/fpsyg.2022.784225/full

developing new product and innovation competition, idea development, and business incubators[7].

Extracurricular activities create a supportive environment within which learners experience business and enhance their entrepreneurial skills and knowledge about entrepreneurial activity. Group membership through participation in those activities can provide access to business relation and entrepreneurship networks that influence and support positive outcomes for them, as well as access to information, knowledge, and skills, which enhance perceived capability.

In addition, many non-formal educational institutions run entrepreneurship programmes, including a series of practical workshops in which young people can implement a business idea, solve a business problem or work through a case study. They may also involve motivational talks and networking groups with business professionals, where young people can learn from both successes and failure experiences. Such activities can increase entrepreneurship inspiration that consequently may lead to transformative effects in psychological changes within the learner and an improved self-confidence.

✓ **Workshops**

A workshop is a long interactive meeting or educational session designed to create a specialized result. It can be organized as an isolated class that consists of one or two days in which "quick inputs" are given to develop certain skills, as for example entrepreneurial skills. During entrepreneurship workshops, young people are given an opportunity to work in teams where they can brainstorm, research, design and present their ideas. They can develop and apply their creativity, critical thinking, leadership and public speaking skills. Such workshops aim to encourage an entrepreneurial spirit within the future generation, empowering youngsters to learn the skills that are needed for their personal and professional development. During entrepreneurship workshops, participants can explore what it means to be an entrepreneur and if this is the career path for them. They can learn how to creatively solve problems within the context of an entrepreneurship challenge, while applying different simulated entrepreneurship models. Moreover, they can make young people believe in themselves and facilitate more meaningful student engagement in the classrooms. In addition, no matter what career youth ultimately pursue, they are going to have to constantly adapt and innovate in order to succeed, therefore, developing young people's entrepreneurial mindset is crucial for their future and success.

✓ **Summer camps**

A summer camp is a supervised summer program organized for one or two weeks that aims to build confidence and leadership, foster emotional intelligence, develop risk-taking and conflict-resolution skills that prove beneficial long into adulthood. One of the major benefits

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[7] https://journals.sagepub.com/doi/10.1177/21582440211032174

of summer camps are the social skills that participants develop, especially around interacting with other people in a positive way.

In particular, entrepreneurship summer camp will be a place where young people will have the chance to develop entrepreneurial skills for a certain period of time. Such camps can be organized in different ways and cover different topics, but mostly participants will learn how to develop a plan for a new venture, how to pitch their idea to investors, and learn more about budget, branding, sales and marketing. Some camps can include live interactive lessons on business, finance, and problem-solving, while others can also invite business veterans to talk about starting and running a business where participants will have an opportunity to learn first-hand about their experience.

The time spent in a summer camp can be very beneficial for young people because they can not only learn a lot about entrepreneurship, but they will have time to discuss their ideas among peers, educators and experienced entrepreneurs. They can understand better what they should do to improve their business idea and personal set of skills as aspiring entrepreneurs, or whether a career as an entrepreneur is right for them. Summer camps can nurture and encourage learner's passions, while helping them develop business skills, personal attitudes and entrepreneurial knowledge.

✓ **Study visits**

A study visit is a way for young people to learn more about a specific organisation or phenomenon, see a real-life application of a theoretical part of their course unit, and practice skills such as listening, observing, reporting, etc.

Although organising company visits remains a challenge, the utilization of companies to expand the learning environment is very important, because it has been recognized as a way to introduce business to learners and to relate their theoretical knowledge to practical aspects. They are seen as real-life projects in entrepreneurial learning activities, where young people play an active role and where they are engaged in learning, perform tasks with close connections to the world beyond the school, encounter real-life cases and entrepreneurial role models[8].

Company visits differ largely in terms of their length – some may be stand-alone visits while some may be part of years-long learning processes. The length of the company visit is largely dependent on the learning objectives of the activity, the level of planning of the entrepreneurship education, and the availability of resources. During a company visit learners may simply look around and listen to a company presentation, complete exercises or play games. In the most successful cases, before such a visit they have to be introduced to the

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[8]
https://www.researchgate.net/publication/318769178_Company_visits_as_an_opportunity_for_entrepreneurial_learning

topics of the visit, so they can better understand the process happening there and fully benefit from this learning experience.

In general, all study visits should enable entrepreneurial learning as well as create different learning opportunities. Organising a company visit means striking a balance between formal and informal learning, and therefore, the learners' perspective may provide important insights into entrepreneurial learning.

III.   Conclusion

The above-mentioned programmes and methods aim to develop young people entrepreneurial skills through a mix of different learning environments and approaches. Although the list is not exhaustive, it can serve as a valuable example that can be adapted and implemented to the specific target group of learners, with the idea to encourage an entrepreneurial spirit and empower youngsters to learn the skills that are needed for their personal and professional development. The value of those methods is the combination between them, because young people will not only learn about entrepreneurship education, but they can also experience and put in action their ideas and creativity.

As said in the beginning, despite not all young people having the intention of pursuing a career in business, entrepreneurship education is important for all because it helps learners develop skills that prepare them to innovate, lead, collaborate, while developing their innovative thinking.

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CHAPTER 4

Identification of skills enhanced by the analysed methods and programmes.

I.   Introduction

Various entrepreneurship programs and methods can help young people develop their entrepreneurial skills and improve their business environment. They can also help them become more independent and contribute to the improvement of their personal entrepreneurial motivation and skills. Due to the increasing number of students choosing entrepreneurship as a career option, it has become more challenging for young entrepreneurs to find suitable jobs. With the multiple factors that are affecting the job market, entrepreneurship is considered a promising option for the current generation.

Although entrepreneurship is not only about starting a new business, but also about developing a deeper understanding of the principles of entrepreneurship and helping young people become more creative, proactive, and innovative. The rapid emergence and evolution of new technologies and the increasing number of people with advanced technical knowledge are forcing the education system to adapt to accommodate the needs of the future. Basic entrepreneurship programs are expected to become a path-breaking innovation that will benefit the next generation. This is because entrepreneurship education can help individuals create social value by training them in how to create value for the public. In today's society, all young people need to have the necessary entrepreneurial skills to succeed.

II.   Skills enhanced by the analysed methods and programmes

In this part, we will present identification of skills enhanced by different methods and programmes that provide for the development of entrepreneurial skills in young people.

✔ School curriculum

A school curriculum is a set of courses that a school or educational institution uses to educate its students. It aims to meet the varying needs of a learning community. Entrepreneurship education can benefit students who are interested in entrepreneurship and other fields such as the arts, social sciences, and technology. Through this program, students can develop their creative thinking skills and knowledge of real-world problems.

Here are some skills enhanced by entrepreneurship education in school curriculum:

- **Creativity and collaboration skills:** Entrepreneurship education can help students develop their creativity and collaboration skills. These are the skills that are highly valued by businesses and colleges around the world. These are the kinds of skills that will be used by students well beyond their high school and middle school years. Most businesses thrive when two or more people come together to create a new idea.

- **Preparation for the future:** According to experts, many jobs will become automated in the next few decades. In addition, many students will not be able to retain their current jobs. This is why it's important for teachers to prepare them for the changes that will happen in the future. Besides being able to teach entrepreneurship, it's also also beneficial to help students navigate the changes happening in society and technology.

- **Identify and recognize problems:** Before students can start learning how to solve problems, they must first learn how to identify them. This is because traditional education doesn't provide enough time for students to develop their problem-solving skills. Instead, they are taught to solve problems by presenting them to others who have already identified them. In the real world, the only way to solve these problems is by identifying and describing them. Through entrepreneurship education, children can develop the skills they will need to face the future. This is very beneficial for the future.

- **Becoming resilient:** A student's intelligence, grades, socioeconomic status, and socioeconomic status can all predict their future success, but they are not always accurate. What's more, their resilience, which is also known as grit, is a better predictor of success. Even though the economy is recovering, becoming an entrepreneur is still an ongoing journey. This discipline encourages students to develop their passion for their chosen field and to be persistent in their efforts. It also helps them learn how to work through difficult situations and adapt to new ideas. Having the necessary skills to adapt to changes can help a student succeed in their future careers.

- **Thinking outside of the box:** Entrepreneurs are constantly looking for solutions to problems and meet the needs of their customers. This discipline encourages students to think outside the box and develop their own unique ideas. Most aspiring business leaders start with a desire to make a better life for themselves and their families, but they also realise that their businesses can make life easier for their customers. This is because all successful businesses make their customers' lives easier.

✔ **Simulations**

A simulation is an educational scenario that involves the students being placed in a world that is controlled by the teacher. This type of teaching is usually done through simulations that represent a realistic world.
Here are some skills enhanced by simulations:

- **Technical skills:** The various fields of study that are involved in this type of teaching include computer programming, engineering, and foreign languages. These include the ability to use specialised equipment and the knowledge of a foreign language.
- **Problem-solving skills:** In most industries, the goal is to find solutions to problems. Developing soft skills such as time management and critical thinking are required to be successful.
- **Communication skills:** Simulations often include activities that let you practice communicating and collaborating with teammates, replicating what will be required in an actual work setting (e.g., listening, discussing, negotiating, reporting, and presenting).

✔ Competitions

Entrepreneurship competitions are a vital part of education for students, as they allow them to learn about entrepreneurship and develop their skills.

Here are some skills enhanced by competitions:

- **Critical reasoning:** Critical thinking is a vital part of any student's education. In business competitions, participants are expected to provide effective and sustainable solutions. After presenting their ideas, the students participate in a Q&A session to discuss their thoughts. They then have the opportunity to evaluate their ideas and develop a strategy for their project. In these sessions, the students' convincing skills are tested. This helps them develop a better idea of how to think critically.
- **Decision making:** The decisions that a business makes can have a huge impact on the whole landscape of an event. In most cases, the right one is the one that will make the most difference. In a marketing competition, there are so many value propositions that you have to choose from, but you have to make the best one that will make your product stand out from the crowd. In today's world, we tend to think about the various risks and possibilities that can affect our decision-making process. Having a framework that allows us to consider the consequences of our actions helps me make informed decisions.
- **Problem solving:** In business competitions, we usually come up with a solution that will minimise the consequences of the chosen solution. However, we also provide an alternative strategy and a contingency plan in case the plan fails. This framework has helped me in my life. I have been able to develop a strategy for dealing with various problems that I encounter.
- **Teamwork:** In life or business, you usually work with people who are in a certain setting. However, when it comes to solving a problem, working with a group of people is different from actually working with a group of experts. This means that the solution may not be the same as the one that everyone else has in mind. During a business competition, the more people there are, the more concrete the idea is.In most cases,

the deadline given by the competition requires us to work together on a single solution. However, in other competitions, we may not be able to come up with a single solution. This is why it is important for us to trust each other. If you can't trust the members of your team, then probably this is the wrong choice for you.

- **Presentation skills:** Developing a good presentation skill is a process that can be done by practising and improving it. In business competitions, you are constantly exposed to different judges and the crowd. This helps you develop a new level of confidence and avoid getting nervous. Having the opportunity to present in front of a crowd is also beneficial for me as it allows me to learn more about the judges' preferences.

- **Hard skills:** When I first started competing in business competitions, I knew that it was important to create slides that are eye-catching. This led me into the process of designing and creating slides. In addition to being able to make eye-catching slides, I also had to learn how to shoot and edit videos. This became a passion in the end. In most competitions, we also need to create online versions of commercials and television shows.

✔️ Extracurricular activities

An extracurricular activity is a type of program that's not part of the regular curriculum but is designed to meet the interests of the students. It can help them develop soft skills and social interactions. It depends on the extracurricular activities, which skills are exactly developed. But we can say for certain that these skills are enhanced mostly with this method:

- Project management skills
- Problem-solving skills
- Creative thinking skills
- Teamwork skills
- Communication skills
- An entrepreneurial and innovative mindset
- Emotional intelligence

✔️ Workshops

A workshop is a type of educational session that's designed to create a customised result. It can be arranged as an isolated class that's focused on developing specific skills. For instance, it can be used to develop entrepreneurial skills.

Here are some skills enhanced by workshops:

- **Sparks creativity:** People who are creative are known to solve problems in a unique way. This is what makes them stand out from the crowd. Workshops help individuals develop the necessary skills to face the world's challenges.

- **Promotes effective communication:** Public speaking skills can help individuals advance in their careers by demonstrating their creativity, strategic thinking, and integrity. During a workshop, participants will learn how to communicate effectively with others. They'll also discover that they have their own unique interests and style.
- **Instil basic life skills:** Through entrepreneurship education, students can develop the necessary life skills such as problem-solving, teamwork, and communication. These are not taught in traditional classroom settings. These skills can be acquired through hands-on activities and are not taught in traditional book and textbook studies.
- **Leadership development:** One of the most important factors that a good leader has to consider is the need to make a difference in the world. Through entrepreneurship workshops, students can develop the necessary leadership skills to start thinking like a leader. This can be done through various courses that are designed to help young people start thinking like a leader.
- **Time management:** Being more productive is possible with the help of good time management. It can help you avoid getting carried away by the endless tasks that you have to complete. Having the necessary time to complete these tasks can boost your productivity and personal life.
- **Decision making:** Through entrepreneurship workshops, students can also develop the necessary managerial talent to succeed in their careers. This type of training can also help them make informed decisions regarding their personal and professional growth.
- **Preparation for the outside world:** Due to the rapid evolution of the economy, new innovations are constantly being introduced, and it can take years for people to master certain skills and trade. This type of training can help individuals develop the necessary skills to succeed in their careers. One of the most important factors that a good entrepreneur has to consider is the need to learn about planning and implementing effective strategies.

✔ Summer camps

A summer camp is a type of program that's designed to help students develop various skills, such as leadership, emotional intelligence, and risk-taking. It can also help them develop social skills. One of the most important advantages of summer camps is the chance to interact with other people in a positive manner.

Here are some skills enhanced by summer camps:

- **Taking responsibility:** During a sleepaway camp, kids don't have their parents around to remind them about their sunscreen, and they get burned if they forget to put on their shoes. These are life lessons that entrepreneurs can learn from their experience. They can also help build a culture of responsibility by acknowledging and taking responsibility for their actions.

- **Getting out of your comfort zone:** During summer camp, kids can try new things and develop a new sense of confidence. This is very beneficial for everyone since it allows them to get out of their comfort zone and try new things. Entrepreneurs can also learn a lot from this type of environment. Creating a supportive environment that encourages risk-taking can help entrepreneurs grow their businesses. One of the most important factors that entrepreneurs can consider when it comes to creating a business culture is providing them with the necessary resources and support.

- **Focusing on values and expectations:** Despite the complexity of a business, it's still hard for entrepreneurs to make every decision. Instead, they should focus on setting goals and developing guidelines for their teams. This is a great way to build a culture of success. Similar to how parents let their kids grow, let them grow up. Setting high expectations and giving them the opportunity to develop their skills are also important steps to building a successful business. Instead of micromanaging, setting high expectations, and giving people room to grow are some of the most important factors that entrepreneurs can consider when it comes to creating a business culture. There will be failures, but they should also be encouraged to grow under your leadership.

- **Practising leadership:** Leaders are expected to make tough decisions and handle the consequences of their actions. Camp provides kids with the opportunity to practice these skills and learn from them. It also gives them the opportunity to experience both the positive and the negative aspects of leadership. It can be hard for people who like to be in charge to delegate tasks but doing so will allow them to focus on their strategic thinking.

- **Relationship-building:** During summer camp, kids get to recharge and connect with one another. Some camps even have strict rules about not using social media. This is a great way for kids to get away from the Internet and get back to the old-fashioned way of interacting with one another. It can also help improve their emotional intelligence. Not being distracted by the endless news and social media updates that are constantly bombarding you will allow you to focus on more important things, like learning new skills or creating a better go-to-market strategy. This is very beneficial for anyone who is looking to improve their skills at camp, at work, or in life.

✔️ **Study visits**

A study visit is a type of educational program that's designed to allow students to gain a deeper understanding of a particular phenomenon or organisation. It can also help them develop various skills such as listening and observing. Moreover the importance of study visits are:

- **Effective learning:** One of the most effective tools for learning is the practical implementation of concepts. This allows students to apply their learning in real-world situations. While classroom learning can provide them with an opportunity to apply

their concepts to hypothetical ones, coming up with solutions makes them think critically and helps them develop their ideas. Having fun and excitement in the learning process helps students develop their natural curiosity and self-esteem.

- **Exchange of ideas:** A study visit can provide the perfect opportunity for students to have informal discussions. This type of activity can also help them develop their social skills and improve their academic performance. Besides being able to meet new people, group discussions can also help students keep their interest in studies. Besides being able to visit educational sites, students can also enjoy experiencing different kinds of experiences such as museums, factories, and historical sites.

- **Personal development:** A study visit can also help students develop their communication skills and independence. It can also help them break down the barriers of language. Through this type of activity, students can also improve their cultural values and become more accommodating of others. Having the opportunity to travel can also help them establish lifelong priorities and make them strong individuals.

- **Enhances perspective:** A study visit is not just about getting away, but it is also about exploring new cultures and environments. This allows students to develop a deeper understanding of global issues. One of the most important advantages of a study visit is that it allows students to develop a deeper understanding of the world around them. Through study visits, kids develop a deeper understanding of themselves and other cultures. They also become more respectful of others. This allows them to look at things from a different perspective and become more aware of the world around them.

- **Global networking:** Through their study visits, students are able to interact with people from different backgrounds. This allows them to develop a deeper understanding of themselves and their networks. In addition to being able to meet new people, school visits and university visits also provide students with an opportunity to build a stronger family. Through this program, students develop the necessary social skills to be able to interact with people from different backgrounds. They also learn to respect and share their culture.

III.   Conclusion

Through these programs and methods, young people can develop their entrepreneurial skills and knowledge. They can also explore different learning environments. These programs and methods are also beneficial for young people as they allow them to develop their creativity and knowledge. They can also explore different learning environments. Most common skills with these methods and programmes are problem solving skills, creative thinking, leadership skills, communication, decision making and technical skills. Even if young people do not have the purpose of pursuing a career in business, these skills and knowledge will be useful for everyone.

The role of ICT in entrepreneurship. Digital technologies used to develop entrepreneurial skills.

I.   Introduction

The role of the information and communication technologies (ICT) in entrepreneurship it's not a new topic and has been discussed for a long time. The evolution of digital technologies influences not only the business operations, but it also creates the premises for the emergence of competitive advantages for those organizations that are adopting ICT in their business process.

Moreover, the COVID-19 pandemic has been a proof that digital technologies have been crucial to not only maintain social connections, provide distributed services, and continue to meet business needs, but also resulted to be fundamental for the teaching and learning during pandemic lockdowns. Educators and educational institutions around the world were forced to assume virtual teaching in order to facilitate their continued student´s learning. Although even before COVID-19, there was already high growth and adoption of technology in education, many researches show that this integration will be further accelerated and that online education will eventually become an integral component of traditional education. Indeed, for those who do have access to the right technology and the proper digital skills, there is evidence that online learning can be more effective in a number of ways. However, in order to get the full benefit of online learning, there needs to be a concerted effort to provide a structured environment and engagement methods that can promote the inclusion of young people, and especially the ones who struggle to participate in online learning.

Following, the current chapter will introduce readers to the importance of information and communication technologies for aspiring entrepreneurs and how the right use of digital tools can help them develop their entrepreneurial skills.

II. Importance of ICT for young entrepreneurs and their businesses

Since the beginning of 2010, ICT has triggered massive changes in various fields, but especially in the field of entrepreneurship these changes come much faster. ICT are key enablers of innovation and entrepreneurship begins with innovation.

Innovation can be a new idea, method, strategy, or creating something new such as a business model, service or product. The improvement of something that has already existed is also regarded as innovation, because it brings added value to existing product or service, helping business to remain relevant and stay competitive. Following, innovation is strictly linked to ICT, and it's not a consequence that the most modern or new businesses are being created based on ICT alone.

The best example of a combination between ICT and entrepreneurship is the e-commerce industry. Briefly, e-commerce is the activity of electronically buying or selling of products on online services or over the Internet. E-commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. E-commerce is in turn driven by the technological advances of the semiconductor industry, and is the largest sector of the electronics industry[9]. Nowadays, e-commerce can be found everywhere and businesses around the world can be connected with consumers as well as deliver products and services through ICT. With the advance and integration of ICT, entrepreneurs no longer need a physical store or even an office to provide customers with products or services, because everything can be done online. In particular, the COVID-19 pandemic has brought unprecedented and unforeseen growth in the digital and e-commerce sectors, where businesses and consumers increasingly "went digital", providing and purchasing more goods and services online. The pandemic has illustrated the value of ICTs in enabling economic activity to continue despite the dramatic curtailment of movement of goods and people that has taken place. The use of digital technologies has mitigated the economic damage that has been caused, but beyond that, it has accelerated the ongoing transitions from physical to online markets that is likely to have lasting impact.

Moreover, although digital entrepreneurs in several countries recall an initial period of instability caused by the lockdown, in a long period, they agreed that their businesses increased their trading volumes, once stability resumed. Evidence from across the world illustrates growth in online sales, even after the end of the pandemic. Indeed, the COVID-19

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[9] https://en.wikipedia.org/wiki/E-commerce

has changed consumer behaviours and many of them believe that they will not go back to their old ways of shopping because e-commerce resulted to be more informative, flexible, faster, comfortable, and without any space limitations.

Following the above mentioned trends in consumer shopping behaviours and the development of online businesses, young entrepreneurs should pay special attention to the right usage of digital technologies, trying to take the best of them, because this reliance on technology created new opportunities. The digital age we live in, has introduced a host of new marketing techniques and young entrepreneurs must take advantage of these tools if they wish to reach their customers. By learning more about their customers, youth can make key changes to their business that can improve the profitability of their business. In addition, no matter what industry young people want to start, with the right use of digital tools, they can get the right outcomes and resources necessary for meaningful and successful growth.

III.   ICT as a tool for improving entrepreneurial skills

Information and communication technologies are seen as powerful tools that can help young people improve their entrepreneurial skills. Through the right use of digital platforms and tools, youngsters can develop their leadership, business management, time management, creative thinking and problem-solving skills.

In particular, there are different online courses and digital platforms that provide learners with a balance of inspiration, practical tips and real-world skills needed to launch their business. Usually such online courses are centred on teaching youth to understand and manage the entrepreneurial process, apply entrepreneurial approaches to a new business or current job, spot new business opportunities, and recognize the challenges they might face on the way. They help youngsters furthering their entrepreneurial education and boost their skills, and consequently help them gain confidence in their ability to run a business. Online courses have a great advantage for young people because they offer flexible timing, as well as they can be taken from anywhere.

ICT can help young entrepreneurs connect and network with other entrepreneurs, making new contacts and seeing their ideas from new perspectives. A network is an invaluable resource that can help aspiring entrepreneurs build their business, enabling them to grow their professional network and foster lasting relationships with like-minded peers. However, there are several social networks that can be used not only to successfully network and connect, but they also provide breaking news and information across every industry, as well as making it possible to grab the attention of the most-out-of-reach individuals and successful entrepreneurs.

Digital technologies can help youngsters connect with mentors who have a solid experience in a given field and who are able to share their knowledge. Nowadays, there are online mentoring platforms that allow entrepreneurs and other professionals to connect with specialized advisors online for low fees or even for free. Mentors can be filtered by expertise, industry, years in business, language and region. The advantages of such mentoring programmes are countless, since it results to be a great chance for young people to connect with professionals from all over the world and learn from their experience. It can help them not only draw lessons from such online connections but it can be beneficial for the development of their entrepreneurial motivation. Indeed, the role of motivation is crucial to the ultimate success because it helps to shape start-up business from the very early stages as well as it can have an impact on sustaining growth and capabilities into the future.

In the following part of this chapter, readers will be introduced to some examples of digital platforms and tools that aim to develop entrepreneurial skills, and can be useful for their personal and professional growth.

IV.   Digital technologies used to develop entrepreneurial skills

Being an entrepreneur in today's fast-paced world is complex. Due to the rapid pace of technological change, it is now more important than ever that people have the necessary technical skills to succeed in today's volatile market. This is because we are in a digital age where new innovations and developments constantly keep coming. Despite the technological advancements that have occurred over the years, many people still lack the necessary technical skills to run a successful business. There are so many techniques and tools that you should consider when it comes to setting up and running a successful business. One of the most important factors that you should consider is your technical skills. Having the necessary knowledge will allow you to be more efficient and effective in running a business.
Here are some of the most important technical skills that you should consider when it comes to being an entrepreneur:

Coding
One of the most important technical skills that you should consider when it comes to being an entrepreneur is coding. This skill is commonly used in developing web pages and other applications. Due to the technological advancements that have occurred over the years, it is now easier than ever to learn how to code. There are numerous organizations that can help people improve their skills, such as Code.org and Khan Academy. Even if you have developers for that, it is nice to be able to hop into the code and fix little things that don't suit you.

Wireframing

As a young entrepreneur, you may only be able to rely on one person to help you get things done. However, don't let that stop you from developing a wireframing strategy that will help you attract and retain potential customers. Wireframing is a process that enables website visitors to visualize how they should navigate through your site. Furthermore, the process of wireframing is simple and straightforward. It involves creating a framework that will allow you to build and manage a website and app. It can also help you develop a strategy for the development of software. This is a vital skill for anyone who is involved in the software and IT business process. To view some good examples, check out Wireframe Showcase website.

The Cloud

One of the most important factors that you should consider when it comes to developing a strategy for the development of software is having a good understanding of the cloud. Having a good understanding of the various tools and services that are available in the cloud will allow you to improve your efficiency and keep up with the changes in the market. Before you start using the Cloud, make sure that you have the necessary knowledge to use it properly. It's inevitable that all your data will eventually be stored on the platform. Having the proper security measures and collaboration capabilities will allow you to keep your data secure. To learn more about the cloud, check out a course on ALISON.

Big Data

Big data is more than just a buzzword. It's also a necessary part of any business strategy to make informed decisions. It can help you improve the efficiency of your operations and make informed decisions. It can also help you create effective and personalized campaigns. Big data is a huge quantity of information that can be collected and used in every aspect of a digital process. Having the necessary knowledge to use it will allow you to create and implement effective content that will help you convert traffic into sales. It can help you improve your customer relationships and make informed decisions. It is important to remember that knowledge = power. To learn more about big data, there are courses in Udemy.

Online accounting and bookkeeping

One of the most important factors that any business should consider when it comes to managing its finances is having the proper bookkeeping and accounting software. There are numerous types of software that can help you keep track of all of your financial transactions, such as payroll, billing, and bookkeeping. Before you start using any of these software's, start by learning how it works and find the one that fits your needs. Here is a list of best accounting and bookkeeping software: Best accounting software for small business.

3D printing

The world is full of technological innovations that have made a huge impact on various fields. From healthcare to education, 3D printing has completely changed the way we make and consume products and materials.

If you're a start-up entrepreneur, 3D printing can help you lower the cost of creating new products and increase the efficiency of your existing business. Its advanced capabilities have allowed industrial manufacturers to create new and innovative products. Its cloud-based storage system also eliminates the need for physical inventory.

Android and iOS development

Mobile marketing is here, and it's only going to get bigger. To remain competitive, you need to have a strategy that includes a mobile-friendly website and app. Having these two components will allow you to reach out to your customers and generate more money. Developing an app and website that are mobile-friendly is just the beginning.

The latest versions of Apple and Android, known as iOS 15.5 and 12 respectively, are making their way into smartphones. As the market for apps continues to grow, it's important that developers take advantage of this opportunity. One of the most important factors that you should consider when it comes to developing applications is learning how to use a variety of tools, such as Flutter, SwiftUI, iOS Studio. Besides learning how to build apps, you also need to learn how to maintain and test them.

Communication

One of the most important factors that you should consider when it comes to being successful online is the ability to communicate effectively with others. This is done through the use of various tools and techniques, such as email keyboard shortcuts and automation. Having the skills to manage your inbox will allow you to keep track of all of your messages and keep up with what's happening in your business.

Social media

Social media platforms are very important for any business to build its online presence. Regardless of whether you're a service-based entrepreneur or a product-based entrepreneur, they should be part of your marketing strategy. They're incredibly effective and can provide you with a lot of potential, but they also like to change quickly so they should be regularly updated. Having the skills to manage your inbox will allow you to keep up with the times and ensure that you're not wasting your time. There are many tools that can help you manage

your social media accounts, such as [Hootsuite](#) and [Buffer](#). However, there are also many free [online courses](#) that can help improve your skills.

Search engine optimization (SEO)

Despite the many people who may not take this seriously, implementing effective SEO is very important for any business. It can help boost your website's traffic and attract more potential customers. Having the skills to manage your inbox will allow you to keep track of all of your messages and keep up with what's happening in your business. Before you start a new venture, it's important that you have the necessary skills to be successful. Having these seven tech skills will allow you to take advantage of all of the tools and techniques that are available to help you grow your business. Here is an [beginner guide to SEO](#).

V.   Conclusion

ICT has been a topic of discussion in entrepreneurship for a long time. The rise of digital technologies has created new opportunities for organizations to improve their operations and competitive advantage. Aside from being beneficial for the business operations, the innovation and creativity that comes from using ICT also creates new competitive advantages for organizations.

Despite the initial disruption caused by the pandemic, many digital entrepreneurs said their businesses were able to bounce back after the lockdown. ICT has been regarded as a powerful tool for aspiring entrepreneurs as it can help them improve their skills in various areas such as business management, creativity, and leadership. Through the right use of tools and platforms, young people can develop their entrepreneurial skills.

Due to the rapid technological change that has occurred in the past few years, it is now more critical than ever that people have proper technical skills to succeed in the current market. This is because, in a digital age, new developments and innovations constantly keep coming.

Unfortunately, many people still lack these skills to manage their businesses. It is important that you thoroughly consider the various techniques and tools that will help you succeed, such as coding, communication, accounting, mobile development, SEO, etc. One of the most important things that you should consider is your knowledge of technical issues. Having the necessary skills will allow you to be more effective in running a business.

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NEXT GENERATION
OF ENTREPRENEURS

CONCLUSIONS

Recommendations to use for the Next Generation of Entrepreneurs educational methodology.

We live in a world of change. All of us are trying to adjust to new reality after Covid-19 pandemic and the outgoing war in Ukraine. We constantly face new challenges. Each of us especially young people, often hear statements that today everyone should be an entrepreneurial person.

The above publication outlines the framework on how to unleash the entrepreneurial skills of young people, which are essential regardless of their career path. *Chapter 3* presents **selected programs and methods that support young people in acquiring entrepreneurial skills**, especially such as:

- ✓ **School curriculum**
- ✓ **Simulations**
- ✓ **Competitions**
- ✓ **Extracurricular activity**
- ✓ **Workshops**
- ✓ **Summer camps**
- ✓ **Study visits**

The above-presented programmes and methods enable to develop young people's entrepreneurial skills through a mix of different learning environments and approaches. All examples of the presented programmes and methods can be successfuly adapted and implemented to the specific target group of learners, having in mind the idea to foster the entrepreneurial spirit and young people empowerment.

Thus, *Chapter 4* focuses on **the skills enhanced by the analysed methods and programmes**. The first mentioned programme **School curriculum** enables students to develop the following skills: *creativity and collaboration skills, preparation for the future, identify and recognize problems, become resilient, thinking outside of the box.*

Via **Simulations** it is possible to enhance the skills such as: ***technical skills, problem-solving skills, communication skills.***

The **Competitions**, especially **entrepreneurship competitions** provide the learners opportunity to foster ***critical reasoning, decision making, problem solving, teamwork, presentation skills*** and ***hard skills***.

Another example is the **Extracurricular activity** that the most frequently enhances the following skills of young people ***project management skills, problem-solving skills, creative thinking skills, teamwork skills, communication skills, an entrepreneurial and innovative mindset*** and ***emotional intelligence***.

Workshops can be successfully used in order to develop entrepreneurial skills. While taking part in the workshops participants can develop the following skills: ***creativity, effective communication, basic life skills, leadership, time management, decision making, prepare for the outside world***.

Summer camp programmes can be treated as a great opportunity to interact with other people. During them you will be able to enhance such skills as: ***taking responsibility, getting out of your comfort zone, focusing on values and expectations, practicing leadership, relationship-building.***

Last but not least, via **Study visits** that allow students to better understand a particular phenomenon or organization, they are able to develop a great variety of skills such as ***listening*** and ***observing***. What is more, the importance of study visit can be reflected in: ***effective learning, exchange of ideas, enhancing perspective*** and ***global networking.***

Finally, it is necessary to mention **the types of ICT in youth entrepreneurship**. The first example of a combination between ICT and entrepreneurship is the ***e-commerce*** that provides the opportunity to electronically buying or selling of products or online services.

What is more, **ICT is a great tool for improving entrepreneurial skills** for example ICT can help young entrepreneurs connect and network with other entrepreneurs, making new contact, seeing their ideas from new perspectives. The digital technologies enable young people connect with mentors who have a solid experience in particular field and who are willing to share their knowledge.

Needless to say that at present **digital technologies are used to develop entrepreneurial skills.** Being an entrepreneur is quite complex. In order to succeed it is crucial to possess the following technical skills: ***coding*** (used for developing web pages and other applications), ***wirefarming*** (the process that enables website visitors to visualize how they should navigate through your site), ***the cloud*** (the services in the cloud help you to improve your efficiency and keep up with the changes in the market), ***big data*** (is a huge quantity of information that can be collected and used in every aspect of a digital process), ***online accounting and bookkeeping***

(one of the most crucial factors that any business should consider when it comes to managing its financing is having proper bookkeeping and accounting software), **3D printing** (can help to lower cost of creating new products and increase efficiency of your existing business), **android and iOS development** (to remain competitive, you need to have a strategy that includes a mobile-friendly website and app), **communication** (the ability to communicate effectively with others), **social media** (play important role for any business to build its presence online).

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