



# Interreg - IPA CBC Bulgaria - Serbia



Thematic distribution of the teaching material in entrepreneurship for secondary education (years 6-7)  
for students' extensive/additional training

| Topic          | Description  |
|----------------|--|
| Entrepreneur   | Who could be an entrepreneur? Entrepreneurial resources. Distinctive features of the entrepreneur. |
| Market         | The entrepreneur knows his/her client. Marketing, market, advertising.                             |
| Idea           | I have an idea. Generating business ideas.   |
| Need           | The entrepreneur sees the need. Hierarchy of needs.  |
| Communications | Communications. Means of communications. Communication process and personal effectiveness.         |
| Motivation     | Profile and motivation of the successful entrepreneur. My entrepreneurial profile.                 |

The project is co-funded by the European Union through the Interreg-IPA Cross-border Cooperation Bulgaria-Serbia Programme 2014—2020.

This publication is supported by the European Union through the Interreg-IPA Cross-border Cooperation Bulgaria-Serbia Programme 2014—2020, CCI No 2014TC1615CB007. The content of the publication is the sole liability of the International Business School and shall by no means be perceived as a statement of the European Union or of the Managing Authority of the Programme.



Topic 1

| No.   | Sub-topic                      | Knowledge, skills, competences   | New terms   | Pedagogical approach   | Assessment tools                       | Notes |
|---|--------------------------------|--|---|--|--|-------|
| <b>Entrepreneur</b><br>Who could be an entrepreneur? Entrepreneurial resources. Distinctive features of the entrepreneur. |                                |  |   |  |  |       |
|   | Entrepreneur                   | Defines entrepreneurship;<br>Recognises the distinguishing features of the entrepreneur; | Business, business environment, entrepreneur, manager, business owner | Presentation<br>Video lesson<br>Discussion<br>Teamwork<br>Project                | Oral<br>Written<br>Individual<br>Group |       |
|   | How to become an entrepreneur? | Presents ideas and supports them;<br>Provides arguments;<br>Collects information;        | Entrepreneur's qualities, risk, indefiniteness, uncertainty           | Interner research<br>Meating an entrepreneur<br>Discussion of a situation (case) |  |       |
|   | Who could be an entrepreneur?  | Gives personal opinion;<br>Makes a summary.  | Innovation, initiative, activity, civil position                      | Role-play<br>Competition   |  |       |

Topic 2

| No.   | Sub-topic   | Knowledge, skills, competences   | New terms  | Pedagogical approach  | Assessment tools                       | Notes |
|---|-------------|--|--|---|--|-------|
| <b>Market</b><br>The entrepreneur knows his/her client. Marketing, market, advertising. |             |  |  |   |  |       |
|   | Market      | Defines target audience, analyses market needs; Presents ideas and supports them;<br>Provides arguments;<br>Collects information;<br>Gives personal opinion;<br>Makes a summary. | Market, consumer, distributor, product, service          | Presentation<br>Video lesson<br>Discussion<br>Teamwork<br>Project<br>Interner research<br>Meating an entrepreneur<br>Discussion of a situation (case)<br>Role-play<br>Competition | Oral<br>Written<br>Individual<br>Group |       |
|   | Marketing   |  | Marketing, marketing elements, market research           |   |  |       |
|   | Advertising |  | Advertisement, advertising message, advertising channels |   |  |       |

Topic 3

| No.  | Sub-topic        | Knowledge, skills, competences   | New terms                         | Pedagogical approach  | Assessment tools                       | Notes |
|--|------------------|--|-----------------------------------|---|--|-------|
| Idea<br>I have an idea. Generating business ideas. |                  |  |                                   |   |  |       |
|  | Generating ideas | Presents ideas and supports them;<br>Provides arguments;<br>Collects information;<br>Gives personal opinion;<br>Makes a summary. | Idea, brainstorming               | Presentation<br>Video lesson<br>Discussion<br>Teamwork<br>Project<br>Interner research<br>Meating an entrepreneur<br>Discussion of a situation (case)<br>Role-play<br>Competition | Oral<br>Written<br>Individual<br>Group |       |
|  | Creative process |  | Creation, the unknown, innovation |   |  |       |
|  | Idea development |  | Innovation life cycle             |   |  |       |

Topic 4

| No.  | Sub-topic          | Knowledge, skills, competences   | New terms   | Pedagogical approach  | Assessment tools                       | Notes |
|--|--------------------|--|---|---|--|-------|
| <b>Need</b><br>The entrepreneur sees the need. Hierarchy of needs. |                    |  |   |   |  |       |
|  | Necessities        | Presents ideas and supports them;<br>Provides arguments;<br>Collects information;<br>Gives personal opinion;<br>Makes a summary. | Necessities   | Presentation<br>Video lesson<br>Discussion<br>Teamwork<br>Project<br>Interner research<br>Meating an entrepreneur<br>Discussion of a situation (case)<br>Role-play<br>Competition | Oral<br>Written<br>Individual<br>Group |       |
|  | Needs              |  | Material and spiritual needs, demand, solvent demand            |   |  |       |
|  | Hierarchy of needs |  | Types of needs, necessity goods, luxury goods, Maslow's Pyramid |   |  |       |

Topic 5

| No.   | Sub-topic                           | Knowledge, skills, competences                                       | New terms   | Pedagogical approach  | Assessment tools                       | Notes |
|---|-------------------------------------|--|---|---|--|-------|
| <b>Communications</b><br>Communications. Means of communications. Communication process and personal effectiveness. |                                     |  |   |   |  |       |
|   | Communication                       | Prepares a message (news);   | Data, information, news, connection, communication          | Presentation<br>Video lesson<br>Discussion  | Oral<br>Written<br>Individual<br>Group |       |
|   | Means and channels of communication | Presents ideas and supports them;<br>Provides arguments;             | Communication channels                                      | Teamwork<br>Project<br>Internet research  |  |       |
|   | Communication process               | Collects information;<br>Gives personal opinion;<br>Makes a summary. | Participants in the communication process, input and output | Meeting an entrepreneur<br>Discussion of a situation (case)<br>Role-play<br>Competition |  |       |

Topic 6

| No.  | Sub-topic                        | Knowledge, skills, competences  | New terms                                   | Pedagogical approach  | Assessment tools                       | Notes |
|--|----------------------------------|---|---|---|--|-------|
| Motivation<br>Profile and motivation of the successful entrepreneur. My entrepreneurial profile. |                                  |   |   |   |  |       |
|  | Motivation                       | Develops a business plan concept;<br>Is familiar with the entrepreneur's environment;<br>Presents ideas and supports them;<br>Provides arguments;<br>Collects information;<br>Gives personal opinion;<br>Makes a summary;<br>Self-assessment;<br>Defines personal objectives. | Motivation                                  | Presentation<br>Video lesson<br>Discussion<br>Teamwork<br>Project<br>Interner research<br>Meating an entrepreneur<br>Discussion of a situation (case)<br>Role-play<br>Competition | Oral<br>Written<br>Individual<br>Group |       |
|  | Successful entrepreneur          |   | Success, failure, risk, social entrepreneur |   |  |       |
|  | Personal entrepreneurial profile |   | Business plan, Objectives Tree              |   |  |       |