

# Entrepreneurship: process or **instinct**?

From the **individual** to the **group** and  
beyond



*Entrepreneurship is a process or instinct?*

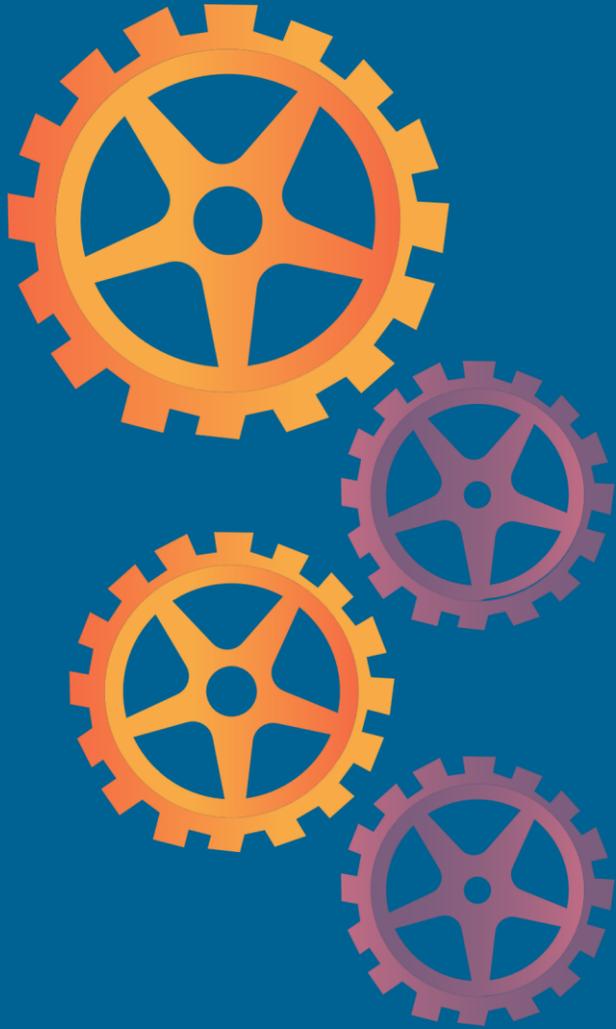
## Both

- Adam Smith (1776) talked about “animal spirits”
- Entrepreneurship can be both a process and instinct but as time passes by, the process becomes more and more important for success.
- That is why entrepreneurship can be taught!



# *Which tools can I use to systematically approach the challenge or project of creating a business?*

- Continuously evaluate the Business Plan
- Continuously use the analysis tools (5 forces, value chain, swot, business canvas, etc.)
- Benchmarking
- Milestones of implementation.



## *Can a business idea be the outcome of group thinking?*

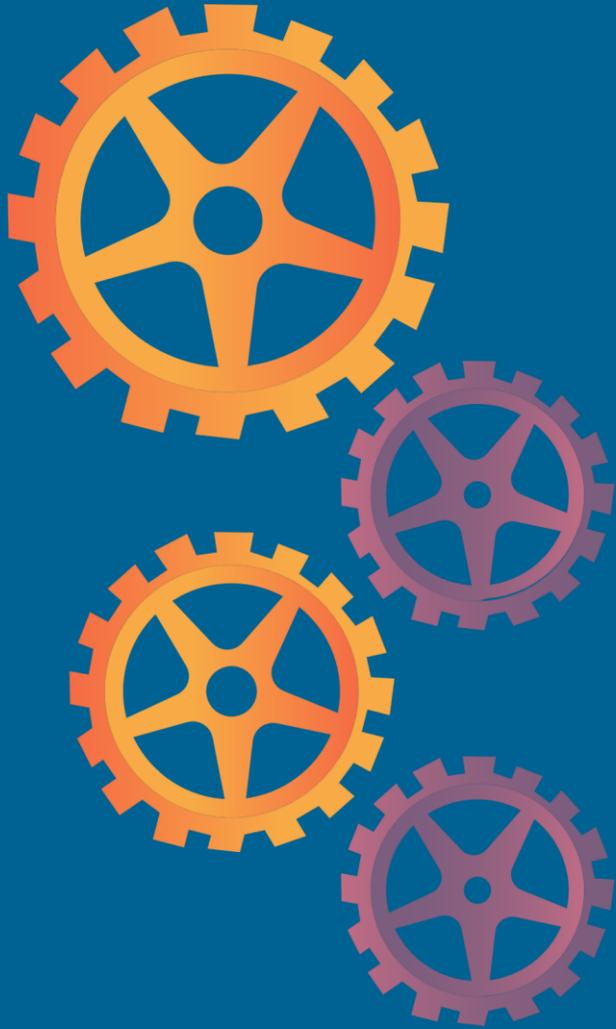
- Complexity of products/markets/customers as a factor that drives to group thinking
- Technical, legal, economic issues contribute to complexity



*Can I use project-based learning in order to obtain necessary competences to be an entrepreneurial?*

**Yes**

- It's not only feasible to do that, it's **preferable**
- Project-based learning can commit the student in a manner that is difficult to do with traditional methods of teaching.
- It has more lasting and broader impact on the student.
- The mix of experiencing while learning is very strong, and student learn without much emotional effort.
- Even adults learn using alternatives methods like Lego Serious Play.



The project „Agile2Learn was financed with the support of the Erasmus+ Programme of the European Commission under the Grant No.: 2021-1-CZ01-KA220-VET-000025558

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