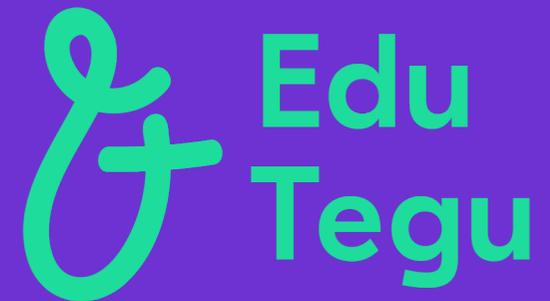


Social skills in the entrepreneurship studies

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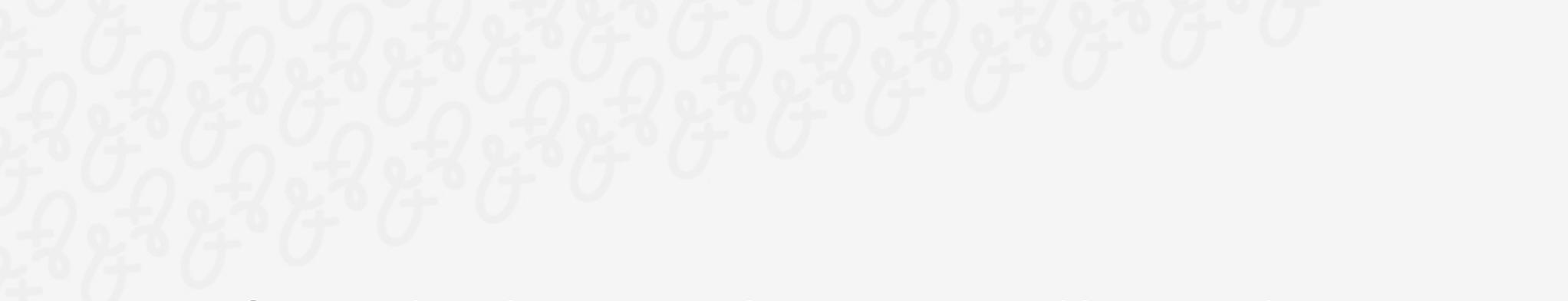
Social skills in the entrepreneurship studies



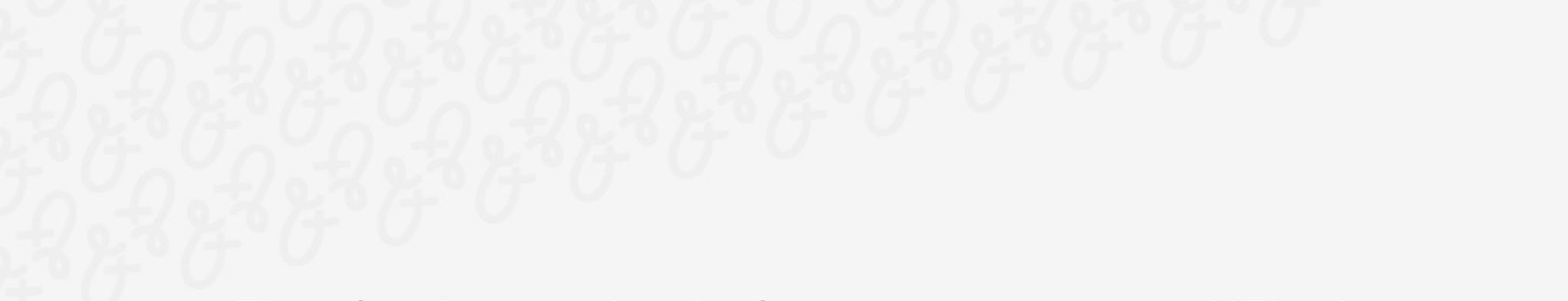
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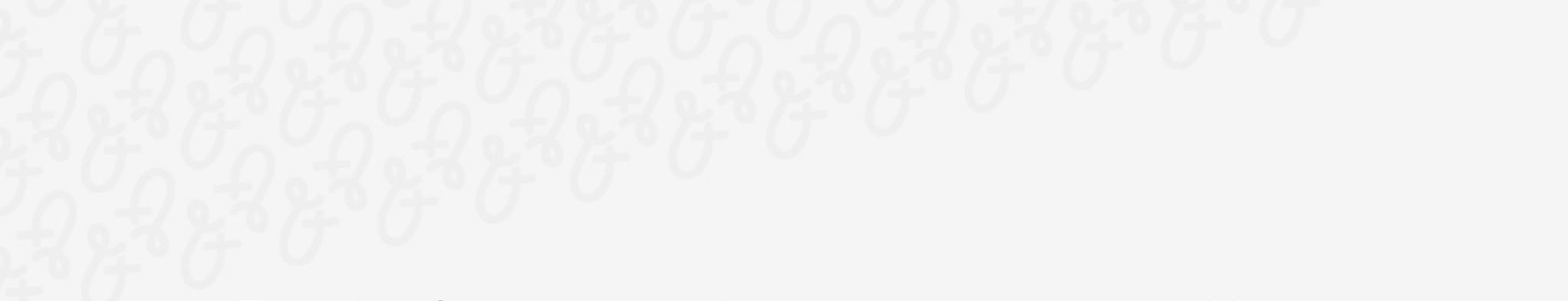




Can you imagine any good entrepreneur without good social skills? Every step in creating and developing the new and vulnerable business idea, needs careful handling of the potential clients, donors, partners, clients. The necessity of teamwork and cooperation, communication, public speaking and negotiations is out of question.

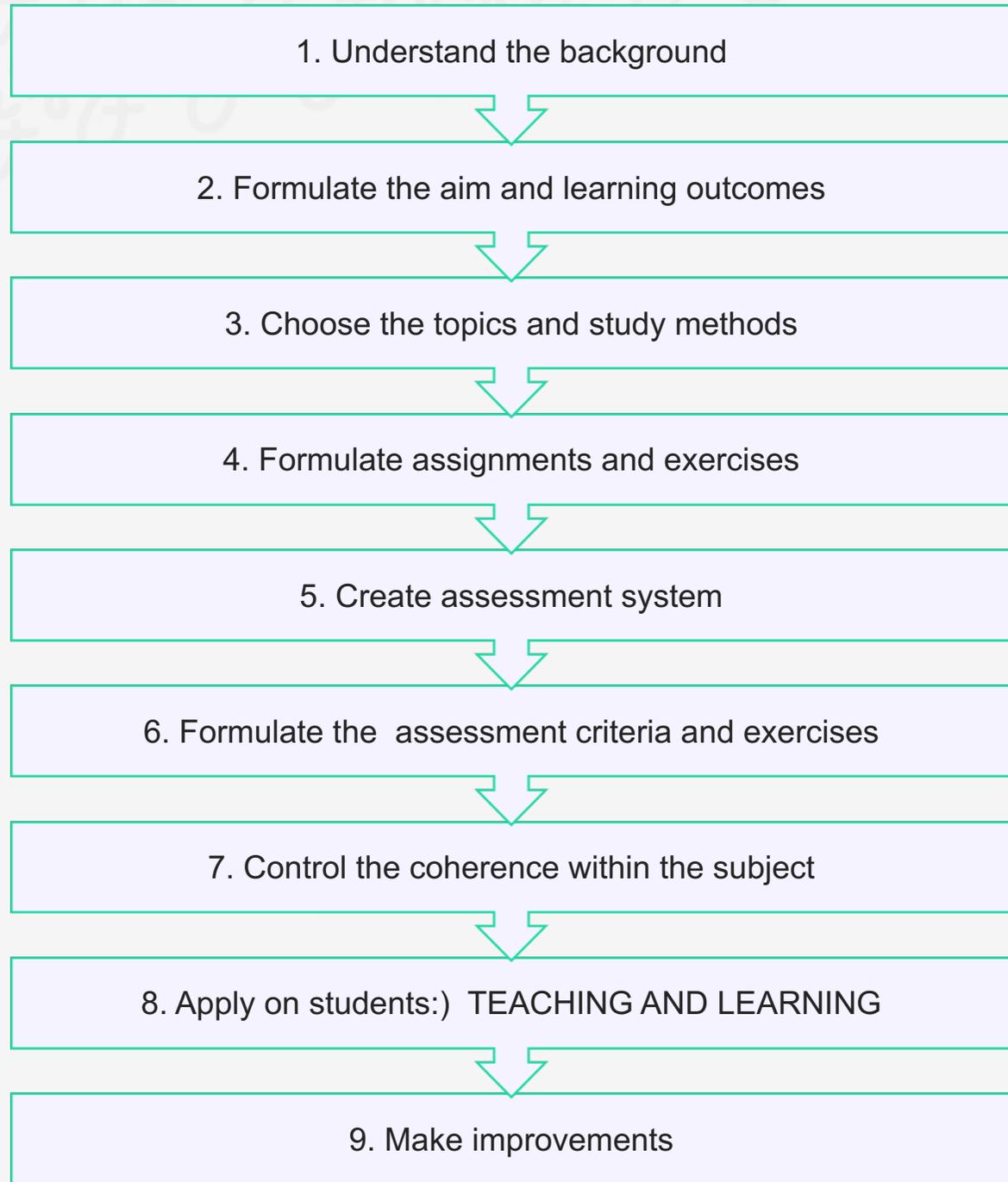


Therefore in preparing the future entrepreneurs at HEIs, the social skills study must be integrated carefully not only to the curriculum in general, but also to the LOs, study methods and assessment.

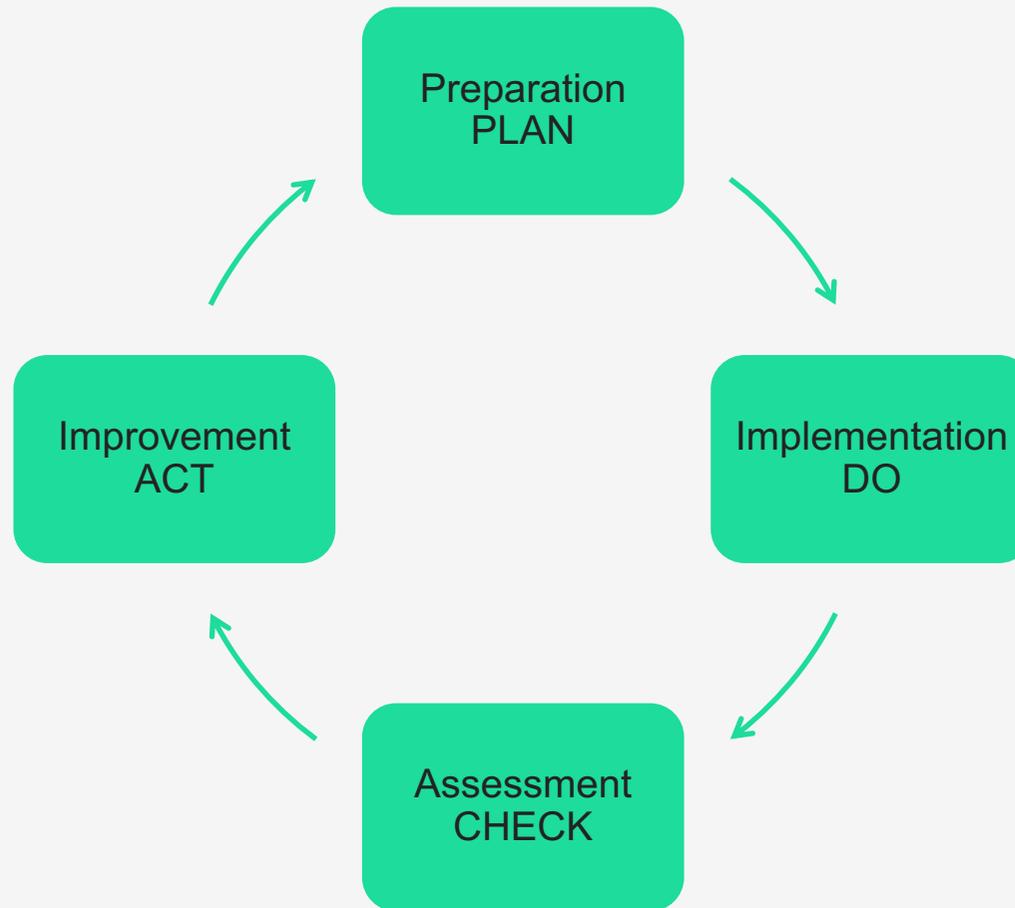


The aim of this presentation is to show some possibilities how to build up the linkage between the study process, entrepreneurship process and social skills.

Study process from the teacher's point of view



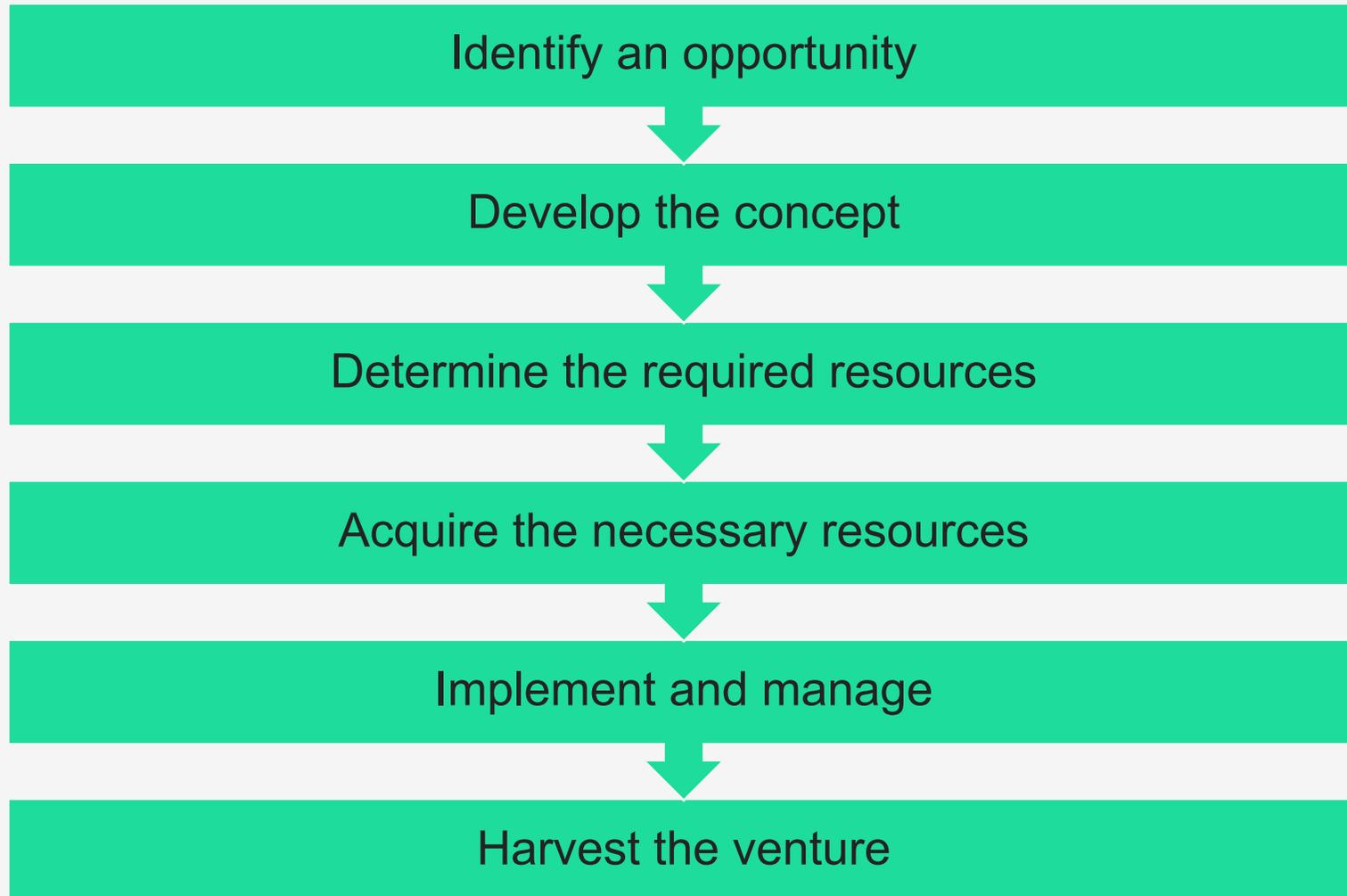
Simplified study process (...and Deming circle)



Study process from the student's point of view

- Requirements
- Participation and learning
- Assessment
- Feedback

Framework of the entrepreneurship process (Morris and Kuratko, 2002)



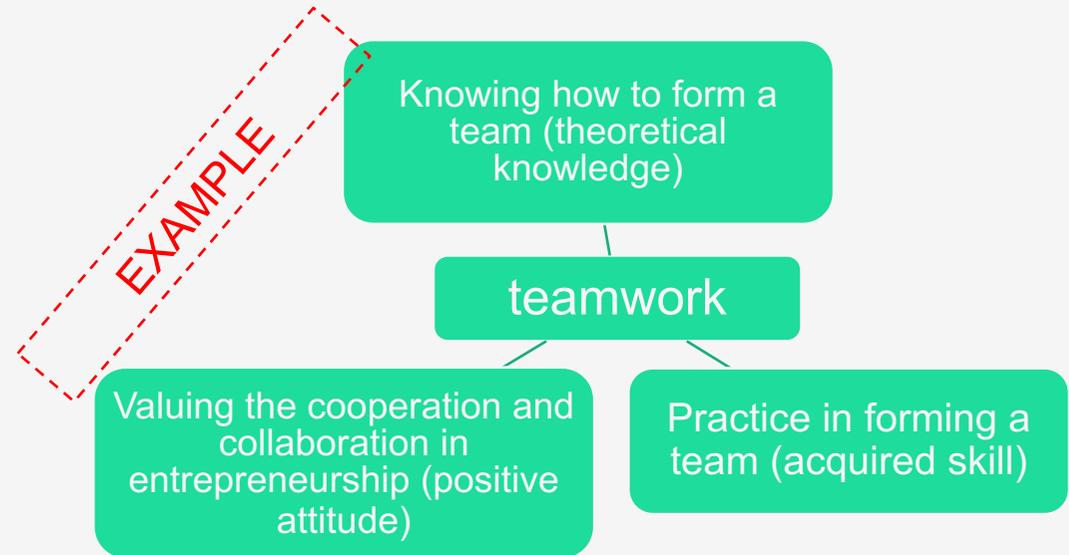
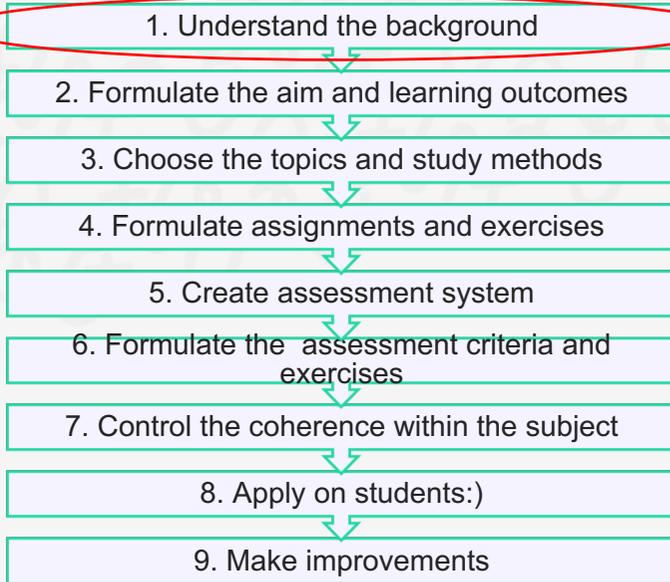
Social skills

- Interpersonal competence. The ability to motivate, enable, and facilitate collaborative and participatory activities and research (De Haan, 2006; Wiek et al., 2011).
- Social competence. The ability to effectively make and maintain positive social outcomes by organizing one's own personal and environmental resources (Arnold and Lindner-Müller, 2012)
- Social competence as individual's ability to cope with social situations (Beauchamp & Anderson, 2010), mostly focusing on communication and collaboration (Kjellberg & Haglund, 2016).

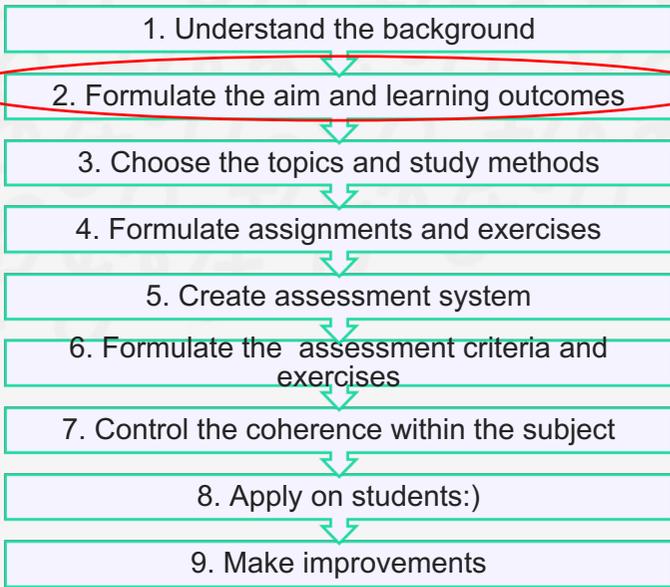
Linkages....

- Entrepreneurship process as a structure to be used as a skeleton for the content of the studies.
- Social skills, which are important to be successful entrepreneur
- Study process as a systematic structure/plan to teach entrepreneurship competence as well as social skills necessary for successful entrepreneur

Through competences



- Competence as a set of knowledge, skills and attitude
- Social skill as a competence can be divided also into knowledge, subskills, attitude and integrated into the different steps of the study process.



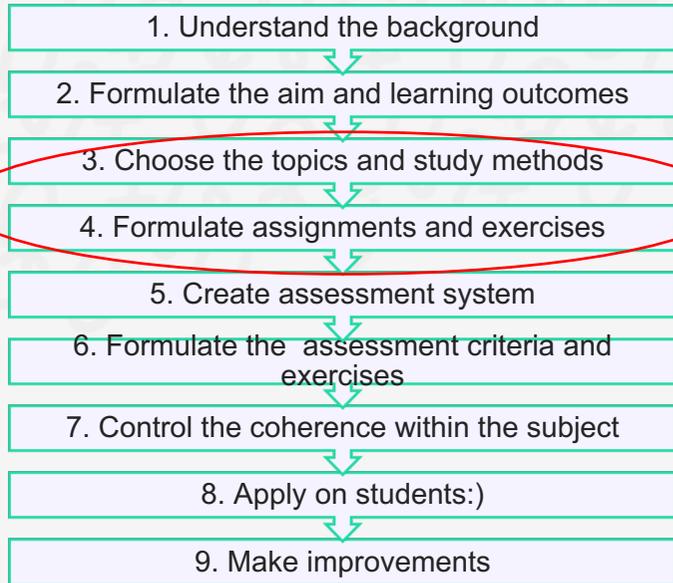
Through learning outcomes

EXAMPLE

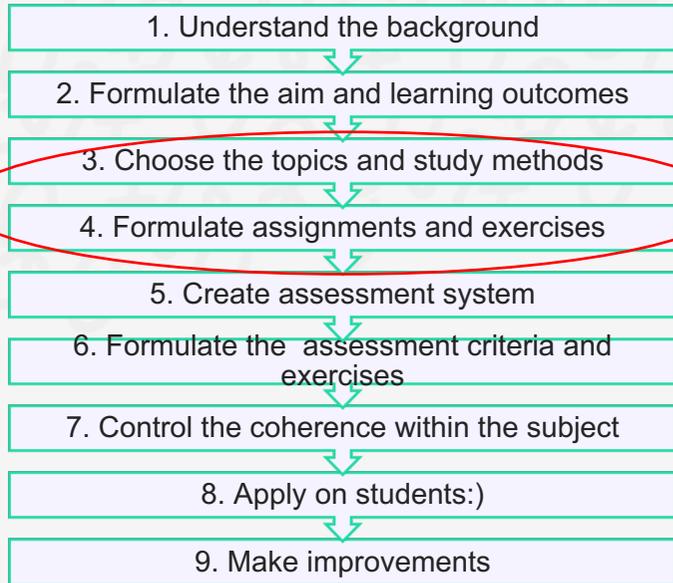
- Student **knows** the principles of the team formation
- Student **forms** the motivated team for his start-up
- Student **values** teamwork in ideation

- LOs are statements that specify what a learner will know or be able to do as a result of a learning activity. Outcomes are usually expressed as knowledge, skills or attitudes.
- Different LOs describe different knowledge, skills or attitudes which all together form social skill.

Through study methods

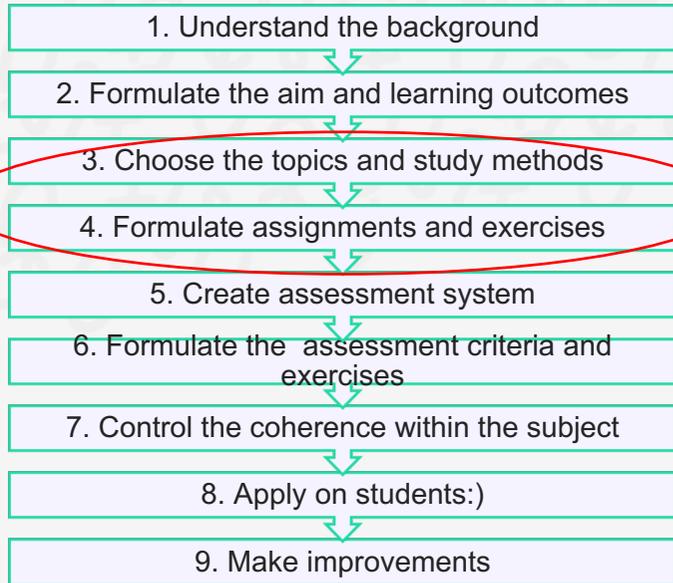


- As a study object (eg. writing an essay about well-known entrepreneurs' social skills)



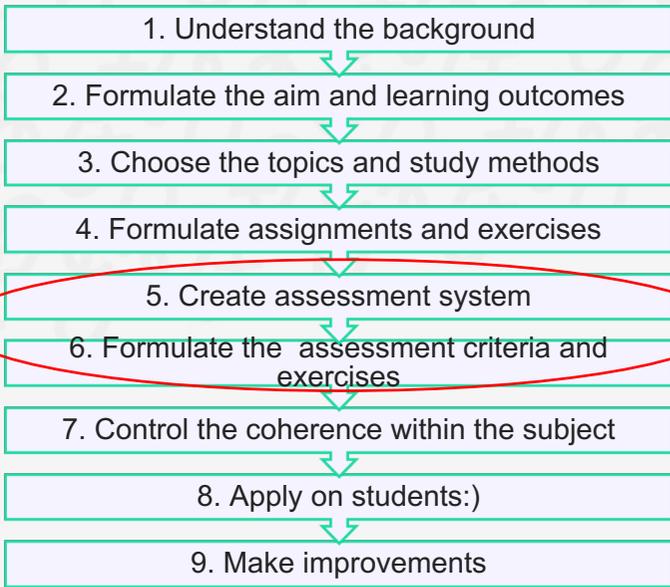
Through study methods

- As a tool (eg. presenting business ideas in public, students also learn how to make public speeches)



Through study methods

- As a study object and a tool (eg. solving teamwork problem in their business project teams using conflict management principles)

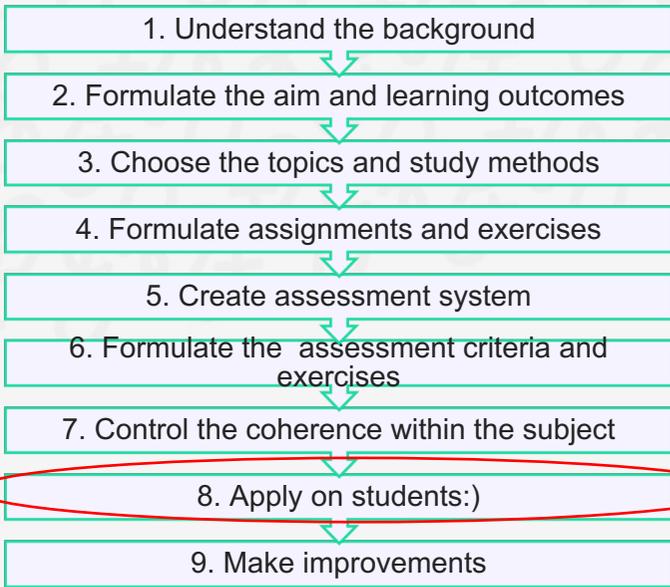


Through assessment

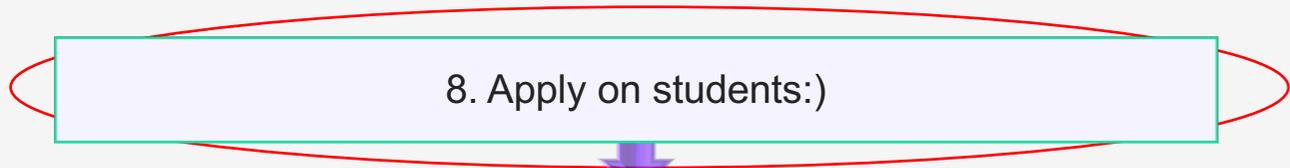
- As an assessment criterion
- As an assessment method

EXAMPLES

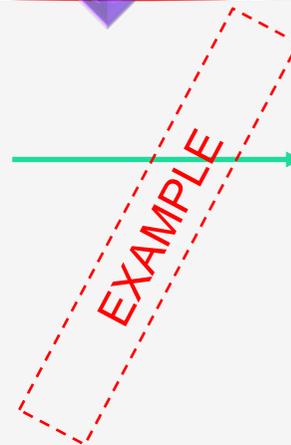
Criterion	Method
All the team members participated in the process	Mutual evaluation of the performance in students' teams
verbal presentation is clear and fluent	presenting (and defending) business idea in front of the potential investors
the solution for conflict (case) is realistic and bases on conflict management principles	Writing the final report (business model) in the teams



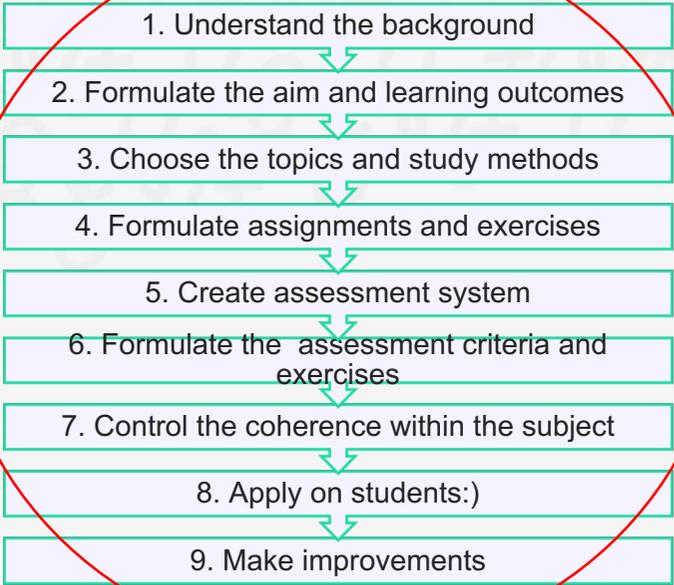
Through study environment



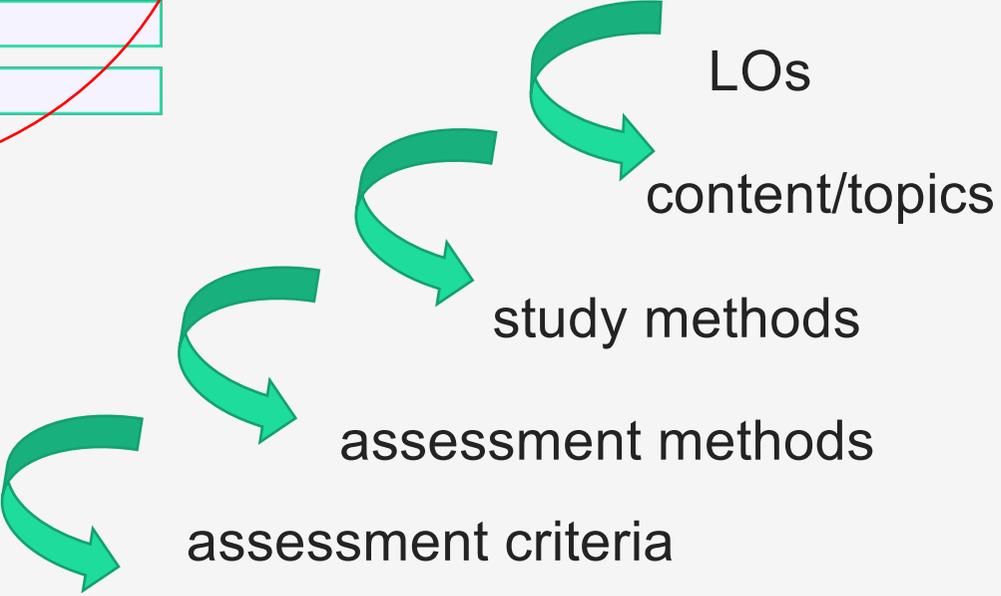
- **Create supportive learning environment**
- Introduce the programme
- **Simulate entrepreneurship process**
- Students' assessment

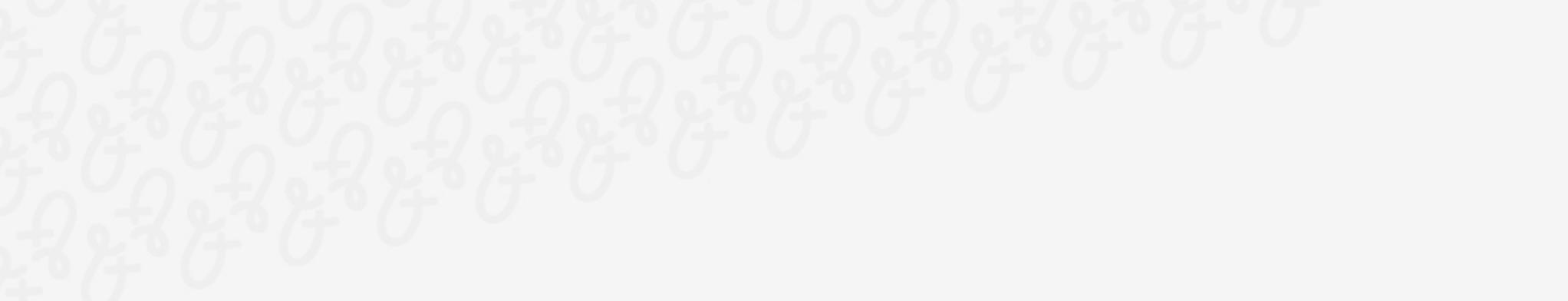


Support teamwork and communication - space for teamwork and discussions, virtual environment for communication etc.



Through study process





Thank you!

Thank you !

