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<b>Unit or project responsible for creating the innovation:</b> Faculty of Business and Administration
<b>Theme:</b> <ul style="list-style-type: none"> <li>- Innovative student-centered approach to teaching</li> <li>- Continuous professional development</li> </ul>
<b>Title:</b> Entrepreneurs Workshops.
<b>Summary of the good practice:</b> The aim is to carry out eminently practical workshops to promote the entrepreneurial spirit in the students of the University and they learn as practically as possible how to create a business.
<b>Context of the good practice:</b> It is intended to make practical workshops in each of the years of the teaching innovation project (4 workshops each year) that accommodate students of different degrees and different faculties and curricula making the exhibition of different theoretical knowledge (marketing, accounting, taxation, purchasing, financial, law or office automation, to name a few) with the practical implementation and implementation of a project. These workshops (which are practical by definition) require minimizing the influence of theoretical developments, undoubtedly necessary but apprehensible through a logical process of working in small groups.
<b>Rationale:</b> Taking into account the heterogeneity of the possible participants, we proceed as follows: We take two profiles of participants and we make differentiated collection within each of them by doing information activities with different contents. * Second cycle students of the Faculty of Economic and Business Sciences act as tutors of the other participants, doing management tasks of the initiatives they develop. * Students who will either be members of other faculties or of this same but first cycle without entrepreneurial knowledge but with ideas and desire to undertake. In this way, a double task is done: -With the student-tutor the practical aspects of the creation of companies are worked on, such as: <ol style="list-style-type: none"> <li>1. Project presentation</li> <li>2. Assessment of ideas</li> <li>3. Evaluation of business models</li> <li>4. Creation and animation of work groups</li> <li>5. Knowledge on how to carry out all the procedures of creation and their meaning</li> <li>6. Leadership and training when transferring theoretical knowledge to the rest of the group.</li> </ol> Each tutor, along with the other members of his group, does the creation work. There are two sessions of recruitment and training of students / tutors. In the first, the project is explained to the stakeholder group so that it is very clear what is going to be done and what is intended of them as well as the aptitudes / attitudes that will be worked on. In the second one they are prepared in certain practical aspects <ol style="list-style-type: none"> <li>1. Dynamics of work groups</li> <li>2. Practical knowledge that will handle</li> <li>3. Ways to transmit and receive information</li> <li>4. Self-evaluation</li> <li>5. Presentations</li> <li>6. Operation of the interaction platform with technicians and advisors.</li> </ol> There are four sessions with all the participants, each one lasting about 4 hours.  Some operating notes: Second cycle students may be in permanent contact with the advisors and professionals of the entrepreneurial spirit and those of our network that is relevant for monitoring and resolving any doubt or extension they consider necessary. They will not do their work alone. The development of the four sessions that make up the workshops will consist of an introduction by

professionals in which they explain the objectives to be achieved in the session as well as the way to achieve them and start the cooperative work of the students. In these four sessions, the consultants and project participants monitor the assembly, follow-up, support at all times, control of results, problem solving and new challenges according to the goals achieved. The project and the advisors and participating institutions make available to the participants their own training platform as a basis for exchange, forum and library of basic concepts during the conference with the possibility of exporting those contents that each participant considers appropriate. The technicians and professional advisers make available to the participants their archive of real projects and experiences of successful entrepreneurs or not, such as cases of study, reflection and evaluation. Dissemination of the results obtained in the previous workshops will be carried out with description and intervention of different own participants who have generated their company or their self-employment as a result of previous workshops. At all times, the different knowledge acquired will be shared and updated by all participants in work forums created for that purpose. Different mechanisms and strategies will be analyzed to improve the exploitation of acquired entrepreneurial teaching knowledge to improve the entrepreneurial skills of students of the different degrees and degrees of the Faculty and the generation of entrepreneurial networks with students from other degrees.

**Alignment with program and module learning outcomes:**

It is aligned with the business creation courses and the final projects

**Resources (time and persons):**

There are four sessions with all the participants, each one lasting about 4 hours

1. Ideas, groups and business models. Creation of working groups, selection of business ideas and pre-feasibility evaluation.
2. Product and market. New 2.0 marketing techniques, virtual markets and what is coming. They work on the basis of lean marketing and image creation techniques
3. The financial fit. Both from the project and from the activity itself. Definition and pricing.
4. Presenting the project. Way of being in the market and its repercussions. Present the project to differentiated interlocutors.

**What were the main enabling factors (conditions) in creating and implementing the innovation?**

Involvement of professors and Faculties and University

**What were the main challenges in creating or implementing the innovation?**

Involve students in the project and make it as operational as possible

**What have been the main methods of dissemination so far?**

social networks and through the University. This action is supported by the previous training in the different degrees of the subject "creation of companies" in the Faculty of Economic and Business that allow to obtain more easily the student tutors of this project.

**With which groups or organizations has the innovation been shared so far?**

Different groups of the University.

**Mainstreaming: What are the possibilities for extending and/or mainstreaming this innovation?**

They are quite extensive, and we already have different editions. Extensive experience in the management of entrepreneur's workshop for more than 10 years and in the management of the University.

**Sustainability: Please comment on the sustainability of the innovation, including elements which need to be put in place to make this sustainable.**

This practice is sustainable.

**Evaluation: How have the success and impact of the innovation been evaluated? Is there an established way of continuous evaluation?**

Students evaluate the knowledge that is given to them and we also value the different activities they undertake in real life after these courses.

**Contributor's reflections: Briefly reflect on your innovation from your own perspective including its strengths and limitations/challenges of implementation/potential implication for wider practice.**

Respect to achievements and expected outcomes indicates that a publication will be made in an electronic book in which the main conclusions, documents and knowledge generated in the workshops will be disseminated and the results will be disseminated. The different previous activities will allow a greater diffusion of the results and the participation and knowledge for the different future entrepreneurs and self-employees that have not been able to participate directly. Presentation of the results in several innovation congresses. Production of an article in prestigious journals and international impact based on the results obtained on the improvement of the competences related to the entrepreneurial spirit on the part of the tutors and of the students who participate in the work. Preparation of practical material that is disseminated among the different students with basic guidelines for the start-up of companies from a practical point of view. Finally, Nevertheless, it would be necessary to create a Web for the advice of all the people interested in the creation of businesses. Also having a permanent adviser to help the different entrepreneurs.

**Does your unit or other units of your university have any plan to further develop this innovation? If yes, please briefly describe the plan.**

**If available, please provide a link to complete the description of the initiative.**