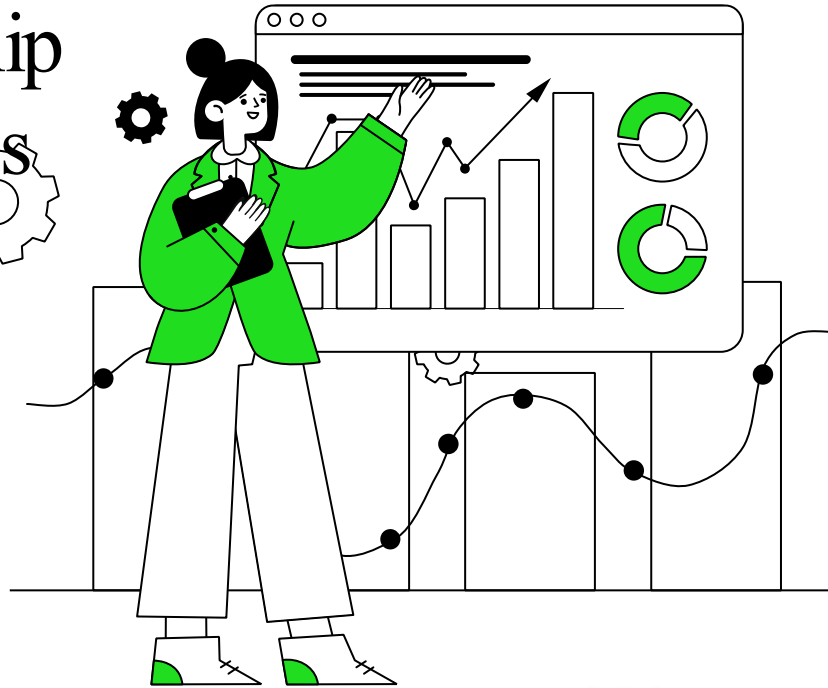
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The Reality of Entrepreneurship – Opportunities and Challenges

ERASMUS+ ADULT EDUCATION MOBILITY



Hosting organization: Urban Forum, Kraków, Poland

Sending organisation: Association of Psychologists in Bulgaria

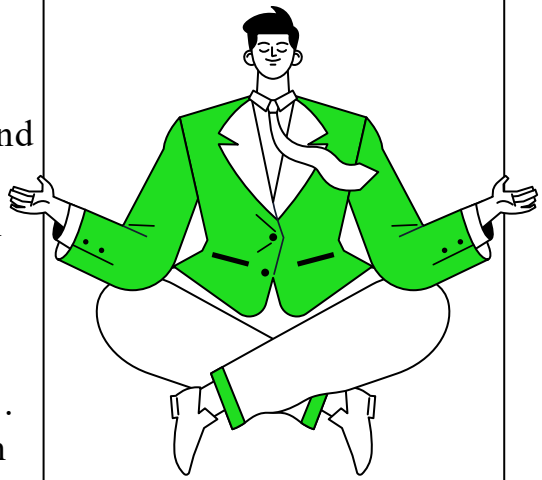
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Course Introduction

Course Objectives

- Explore the realities of entrepreneurship beyond common stereotypes.
- Develop practical entrepreneurial, leadership, and communication skills.
- Understand the psychological and social dimensions of entrepreneurship.
- Experience interactive and experiential learning methods.
- Exchange good practices in an international environment.



Methodology

- 30% theory
- 70% practice
- Role-plays
- Business simulations
- Group projects
- Reflection and peer learning

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What Does Entrepreneurship Really Mean?

Entrepreneurship Beyond Business

Entrepreneurship is not only about starting a company.

It involves:

- Initiative
- Creativity
- Problem-solving
- Risk management
- Adaptability
- Continuous learning

Discussion Activity: In small groups discuss: "What qualities make a successful entrepreneur?" Create a flipchart with your top 5 qualities.

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What Does Entrepreneurship Really Mean?

Opportunities

- Independence
- Innovation
- Flexibility
- Personal growth
- Social impact

Challenges

- Financial uncertainty
- Stress and pressure
- Work-life imbalance
- Responsibility
- Risk of failure

Mini Project 1: Entrepreneur Reality Map

Groups create two columns: "Expectations" vs. "Reality"

Present findings to the group.

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Mental Health and Entrepreneurship

Why Mental Health Matters

Entrepreneurs often experience:

- Stress
- Anxiety
- Burnout
- Isolation
- Decision fatigue

Reflection Exercise

Think about a challenging professional situation.

Answer:

- What caused stress?
- How did you respond?
- What would you do differently?

Group Discussion

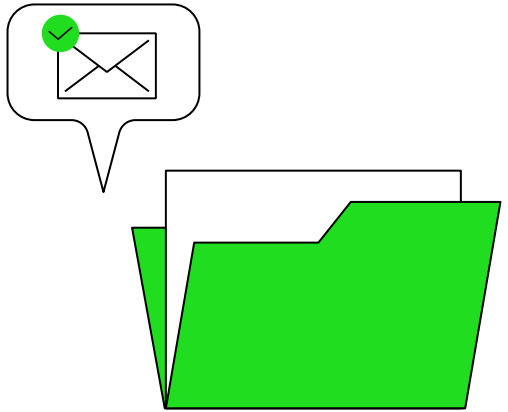
How can entrepreneurship education promote wellbeing?

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Building Resilience

RESILIENCE AS AN ENTREPRENEURIAL SKILL



Resilience means:

- Recovering from setbacks
- Managing uncertainty
- Learning from mistakes
- Maintaining motivation

Practical Activity: The Failure Story Exercise

Participants share:

A personal or professional setback

Lessons learned

New opportunities created

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Leadership and Teamwork

Effective Leadership involves:

- Communication
- Responsibility
- Empathy
- Delegation
- Decision-making



Role Play Activity

Scenario: You are leading a start-up team facing an urgent problem.
Roles: Team leader , Marketing specialist , Financial manager , Team member

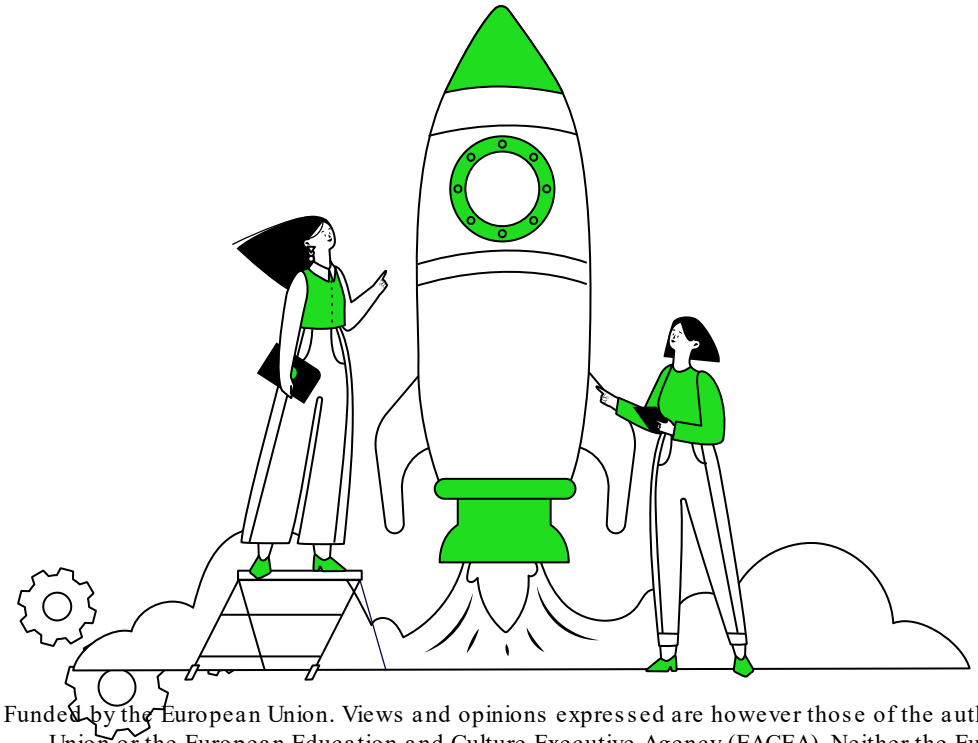
Goal: Reach a solution within 15 minutes.

Debrief: What leadership behaviours were effective?

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Communication and Networking



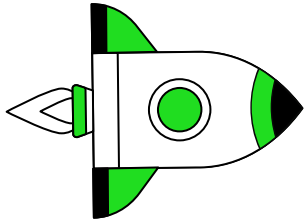
Building Professional Relationships

Successful entrepreneurs:

- Build trust
- Create partnerships
- Seek mentors
- Share knowledge

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network SIMULATION

Participants receive fictional professional profiles.

Task

Meet at least 5 potential partners and identify possible collaborations.

Reflection

What makes networking effective?

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Social Entrepreneurship

Entrepreneurship with Social Impact

Social entrepreneurs aim to:

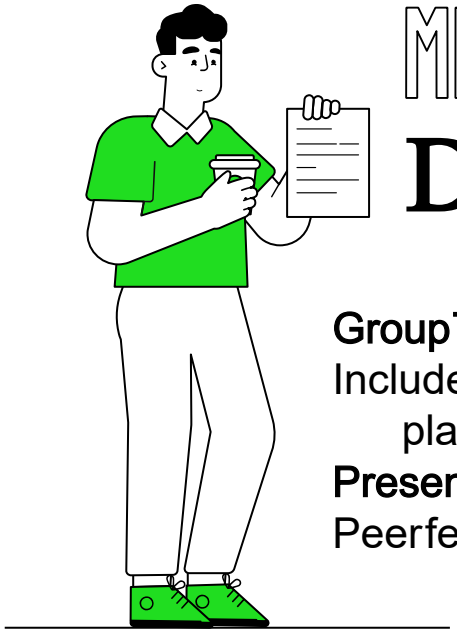
- Solve community problems
- Create sustainable solutions
- Generate social value

CaseStudy Analysis: Reviewa real socialenterprise.
Discuss

- Problem addressed
- Innovation used
- Social impact achieved

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MINI PROJECT: 02

Design Your Own Social Enterprise

Group Task: Create a business idea that addresses a social issue.
Include: Problem, Target group, Proposed solution, Expected impact, Sustainability plan
Presentation 5-minute pitch per group.
Peer feedback follows.

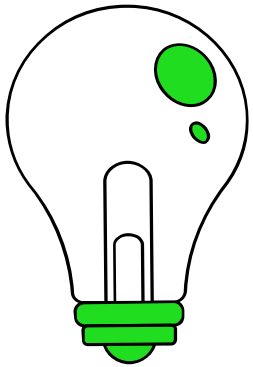
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Business Fundamentals

Key Areas Every Entrepreneur Should Understand

Marketing
Finance
Customer needs
Business planning
Time management



Practical Exercise

Business Model Canvas
(simplified version)
Groups develop:
Value proposition
Customer segment
Key resources
Main activities

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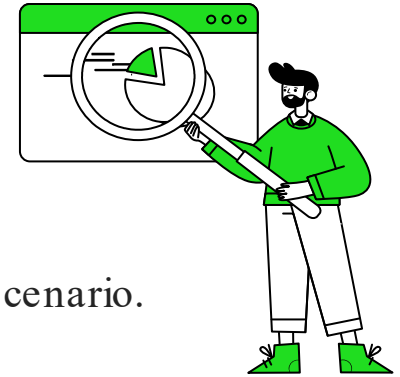
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Risk and Decision Making

Understanding Risk

Entrepreneurship involves:

- Calculated risks
- Strategic thinking
- Adaptability



Group Activity

Analyze a business scenario.
Identify:

- Risks
- Opportunities
- Possible solutions

Present your decision and explain your reasoning.

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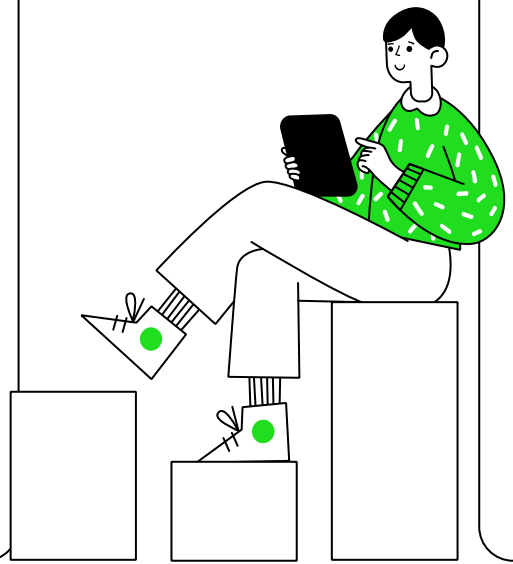
Entrepreneurial Simulation

Business Challenge

Groups receive a simulated entrepreneurial problem:

Examples:

- Budget reduction
- Loss of a major client
- Market competition
- Team conflict



Task

Develop an action plan within 30 minutes. Present solutions to the group.

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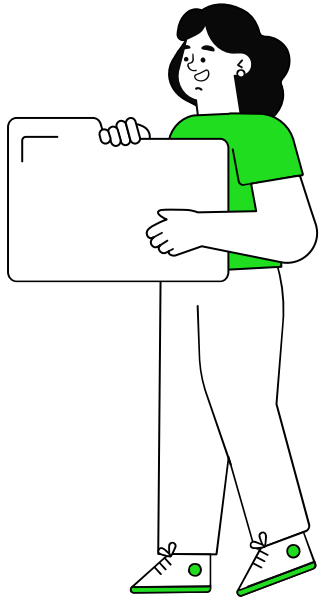
Creativity and Innovation

Developing Entrepreneurial Thinking

Techniques:
Brainstorming
Design Thinking
Reverse Thinking
SCAMPER Method

Practical Exercise

Generate 10 innovative solutions for a common everyday problem.
Choose the most promising idea and explain why.



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Action Planning Workshop

From Learning to Practice

Participants identify:

Three key lessons learned

Two methods they will apply professionally

One personal development goal

Individual Reflection

Complete your Personal Entrepreneurship Learning Plan.

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Final Reflection and Evaluation



Questions for Reflection

What surprised you most?
Which activity was most useful?
How will you apply what you learned?
What new competences have you developed?

Group Reflection Circle

Each participant shares:
One insight
One challenge
One future action

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"Entrepreneurship is not about having all the answers. It is about having the courage to take the next step, learn continuously, and transform challenges into opportunities."

Thank You for Your Participation!

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06.09-15.09.2025

Erasmus+ Adult Education Mobility
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