

Entrepreneurship education for adults: a case-study"



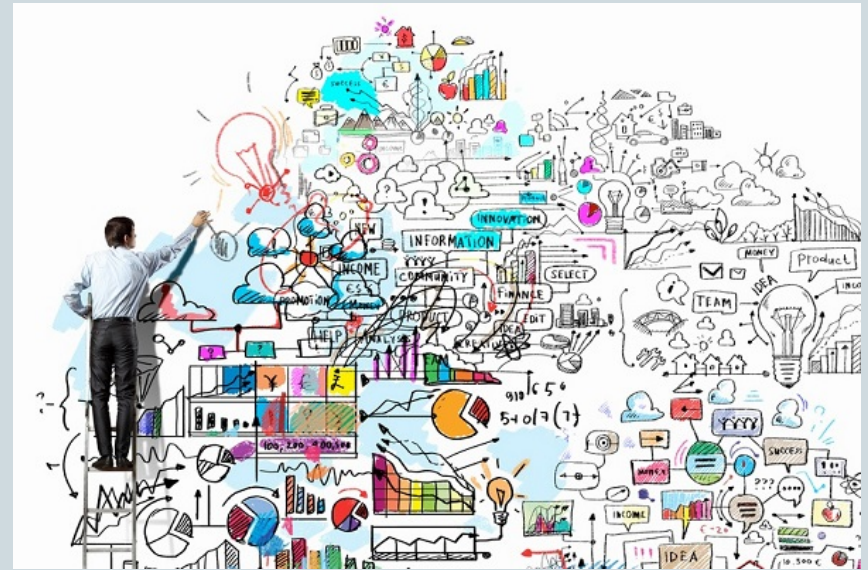
**INTERNATIONAL CONFERENCE "EDUCATION,
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Overall



- The program worked with principles of a learner-centred approach
- Program which was developed for women refugees living in The Netherlands
- 3 factors need to be taken into consideration: competencies, pedagogical approach and environment.



Learner-centred approach



- Individual learners' experiences, perspectives, backgrounds, talents, interests, capacities, and needs
- Learners must feel safe and accepted
- Learners must be given frequent opportunities to confront new information and experiences
- New meaning and understanding should be acquired through a process of personal discovery

Learning program in the Netherlands – case study



- Target group: refugee group of women
- The program consisted of 6 separate modules of 4 hours over a period of half a year



Learning program in the Netherlands - case study

- The following topics were part of the program:
 - ❑ Assertiveness and working from your circle of influence (Harkema & Beijer, 2012)
 - ❑ Entrepreneurial behavior and Personal branding: how do I position myself in the market
 - ❑ Learning from a successful entrepreneur
 - ❑ An entrepreneurship Game
 - ❑ Creativity
 - ❑ Preparing a pitch
 - ❑ As an outcome of the program, women had to prepare a pitch that they presented to a jury of 4 people – all successful entrepreneurs.



Is a learner-centred approach appropriate to teach Entrepreneurship to adults?



Three important factors:

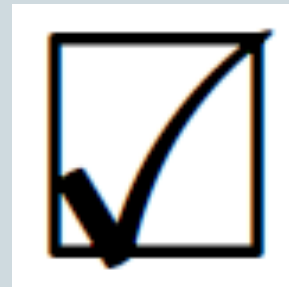
- Development of entrepreneurial competencies

- Pedagogical approach:
 1. Adult learning is selective;
 2. Adult learning is self-directed;
 3. Many adult learners may have had negative experiences with school
 4. Adult learners bring previous knowledge and experience
 5. Adult learners are interested in content that has a direct application to their lives

Is a learner-centred approach appropriate to teach Entrepreneurship to adults?

- The environment –

“It appeared that the conditions for adult learning are by far as important as the approach.”



Thank your for attention!

