

DAAD-Project – Programmlinie 2

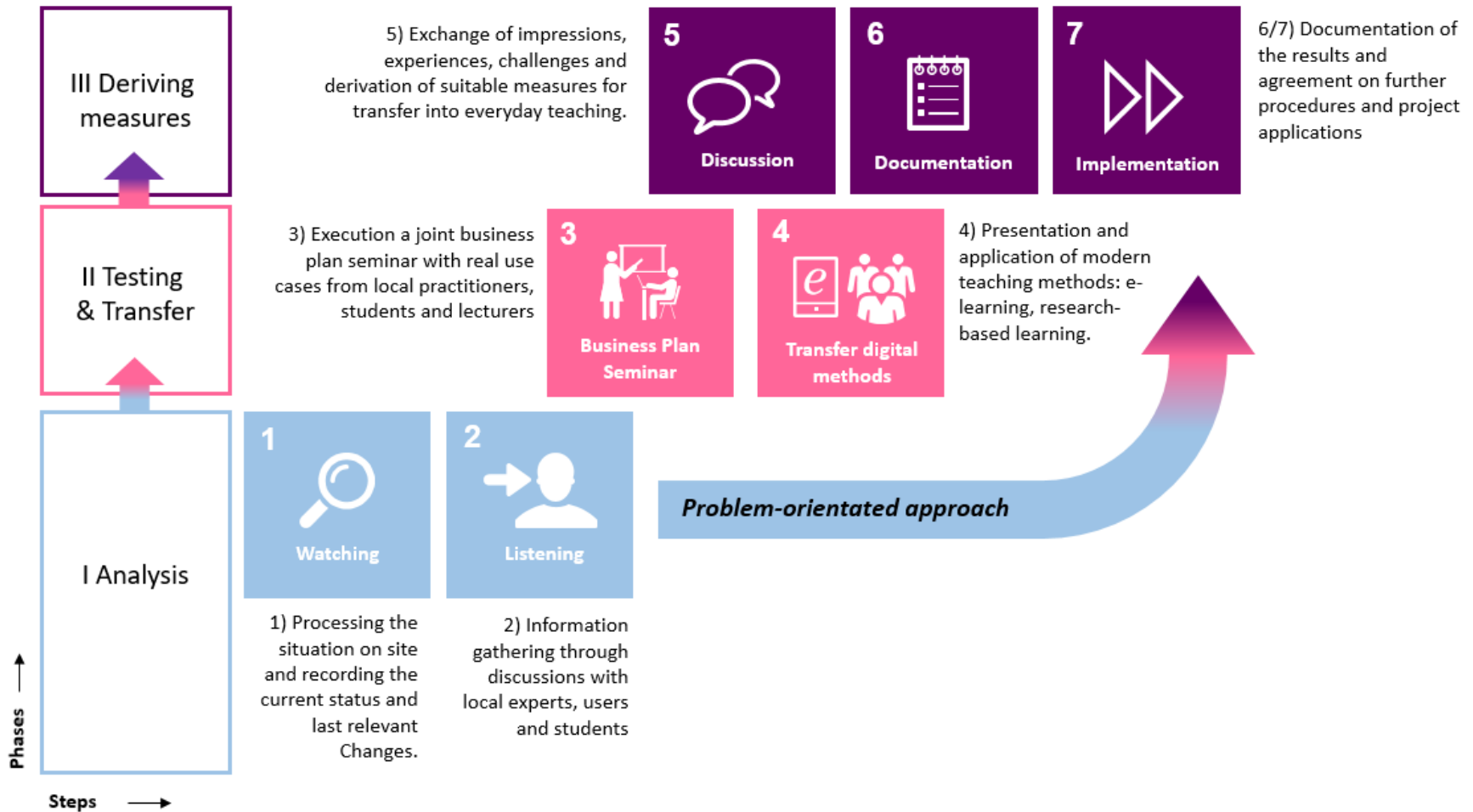
Deutsch-Arabische Kurzmaßnahmen mit Partnerhochschulen

Chances and Opportunities of Entrepreneurship Education in Digital Environments

Shifting to international Online-Approach - during winter term 2020

Original (Pre-COVID) Scope

Local workshop week



New Format

Online Seminar Winter-Term HTW & GJU



Virtual lectures on Business Start up



Framework

Period:	Mid October-December 2020
Weekly hours:	2 (15x90min), group work ; 5 ECTS
Exam:	Pitch Presentation 33%, Business Canvas 33%, Financial Plan 33%, Simulation result Bonus
Implementation:	8-10 recorded online lessons (max 90min), 7 weekly online conferences (90 min), Using of TOPSIM business simulation game “Start up”
Group structure:	Mixed students teams coached by professors
Experts:	Entrepreneurs as discussion guests

Participants

Student groups

- GJU:** 10 students from GJU:
- 5 from a business orientated study-program,
 - 5 from a non-business orientated study-program
- HTW:** 10 students from HTW:
- 5 from a business orientated study-program,
 - 5 from a non-business orientated study-program

Professors/Staff and Experts:

- German Jordanian University (GJU)
- University of Applied Science Dresden (HTW)
- Local Entrepreneurs (Jordan and Germany)
- Online Seminar Experts and Moderators

Supporter

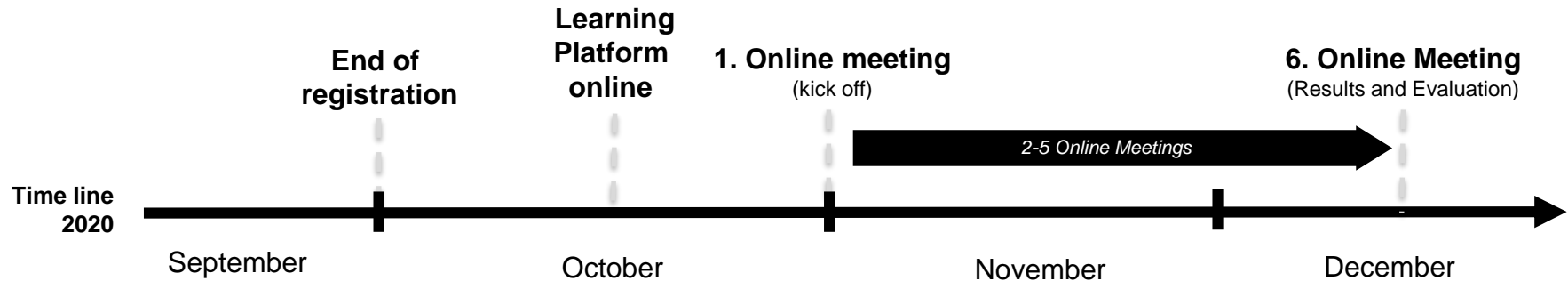
- TUD:** Media Centre Technical University
supporting technical and organizational virtual group work

New Schedule, Phases and Timeline

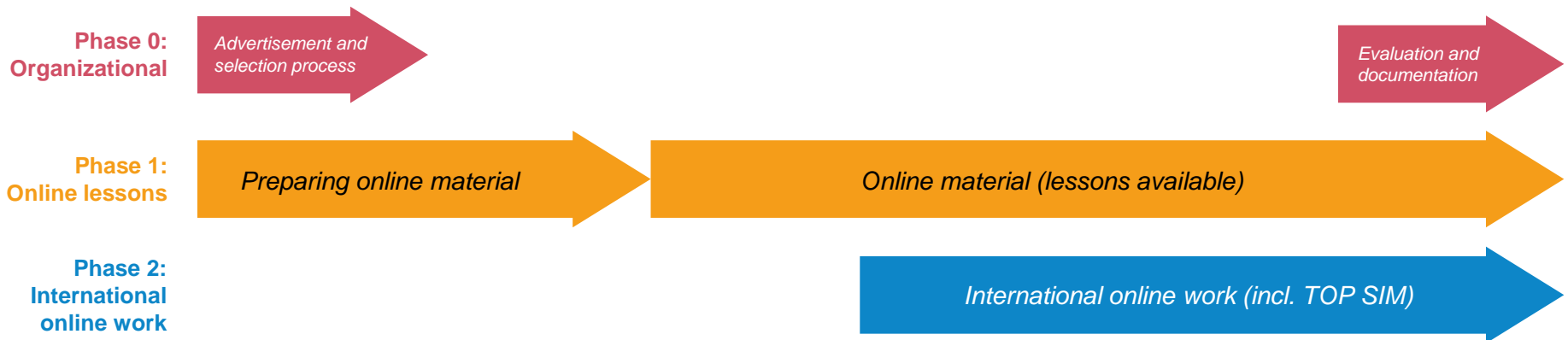
Online Seminar Winter-Term HTW & GJU



Mile stones



Phases



Phase 1: Topics of the Online Lessons

International online lessons

Phase 1:
Online lessons



Preparing online material

- Each lesson should be like a „key note“
- max duration 90 min

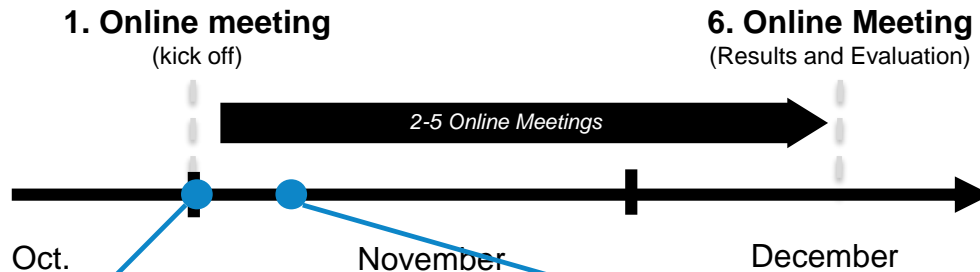
Proposed assignment of activities

#	Topics	Responsible
1	Trends and Challenges: Entrepreneurship in Germany	HTW
2	Trends and Challenges: Entrepreneurship in Jordan	GJU
3	Success factors and competencies of entrepreneurs	GJU
4	Fundamentals of developing a business idea	HTW
5	Fundamentals of preparing a business plan	GJU
6	Fundamentals of financing a new venture	HTW
7	Fundamentals of pitching an business idea	GJU
8	Introduction to TopSim Startup	HTW

Phase 2: Online workshop format (incl. TOP SIM)



International online meetings



1. Online meeting:

- introducing professors and students,
- Introducing virtual group work and business simulation game
- group building
 - » Team: 4-6 students,
 - » 2-3 of each country
- explaining first tasks (during work), e.g.:
 - » Preparation work (Founding the virtual company)
 - » Developing business canvas

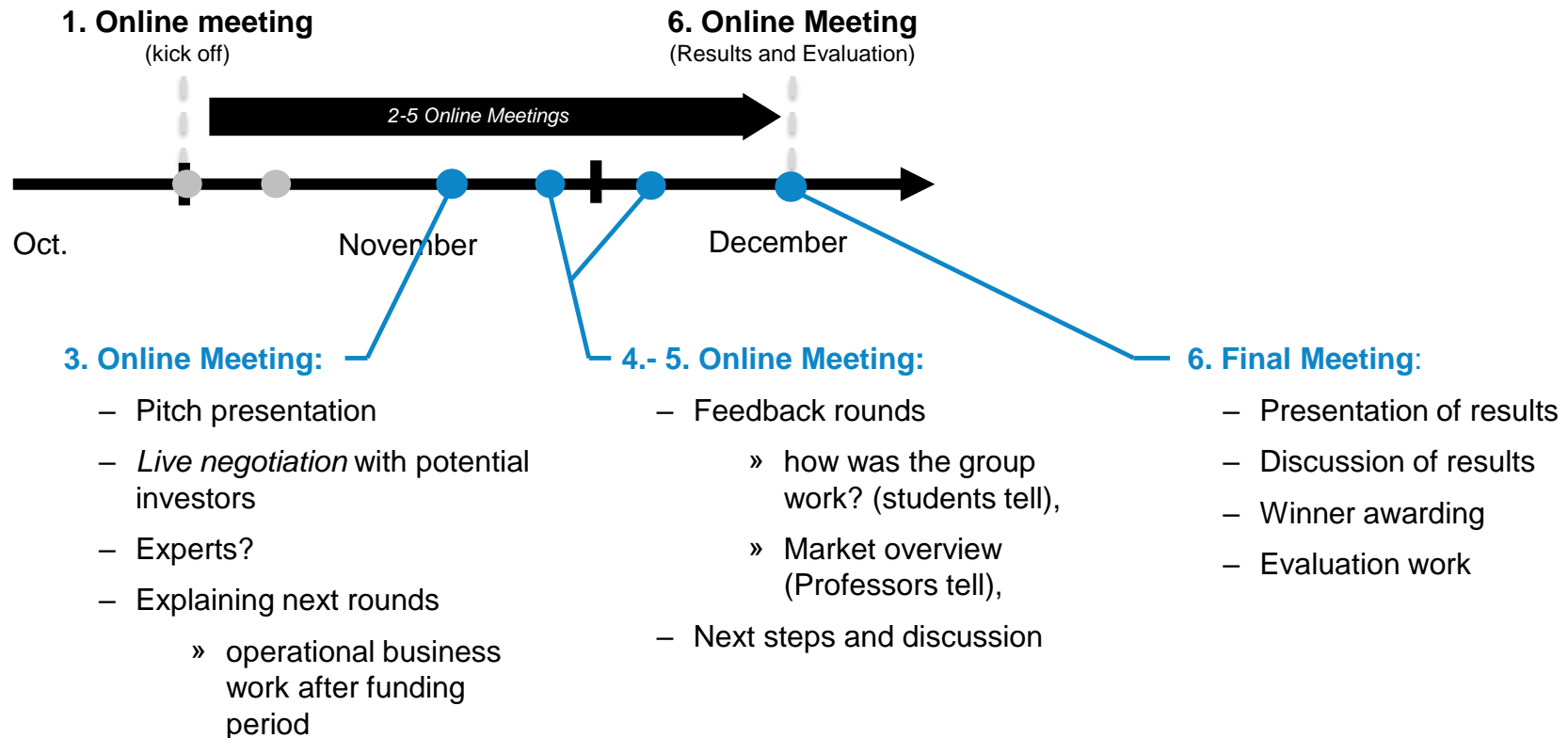
2. Online meeting:

- Feedback round of group work and business canvas
 - » how was the group work? (students tell),
 - » Market overview (Professors tell),
- Explaining next rounds:
 - » Final business planning
 - » Pitching

Phase 2: Online workshop format (incl. TOP SIM)



International online meetings



Roles of participants

	HTW	GJU	TUD
Prof.	<ul style="list-style-type: none"> Preparing and submit project application 2021-2023 (until 1. Sept) 	<ul style="list-style-type: none"> Support research activities related to project application 2021-2023 	
	<ul style="list-style-type: none"> Organization on site Preparing of online lessons Participate at online workshop meetings (once a week) Subject-specific coaching of international student teams 		
Students	<ul style="list-style-type: none"> conduct online lessons and take an exam Preparing own work - involved in international group work Participating online workshop meetings (once a week) Preparing content (group work) for workshop meetings (during term) 		
E-Tutors	<ul style="list-style-type: none"> Providing of 2 eTutors (WHK) Organizational coaching of international groups (e.g. simple questions and organizational) 		<ul style="list-style-type: none"> Supporting international students during online work Teaching of eTutors Providing and teaching of competences of organizational coaching of international groups Preparing and providing online infrastructure (lessons/workshops/simulation game) Provide technical support at all time for students, eTutors and Professors

Different coaching roles

Professors/Staff and Moderators

- Organization on site
 - Making advertisement for our course (winter term)
 - Integrate our project in university schedule (winter term)
 - Organization of 1-2 experts for online workshops (interview or discussion lessons)
- Preparing of online lessons
 - Providing of two online seminars (*specific topic: page 3*) and upload in online resources (each Professor)
- Participate at online workshop meetings (once a week)
 - Professors have to attend weekly online lessons
 - » to answer questions,
 - » Explain new assignments
 - Meetings mandatory for all participants (Professors and Students)
 - Meetings
 - » Professors GJU, Jordan
 - » Professors HTWD, Germany
- Weekly coaching offer (30 Min a week)
 - Each professors offer a weekly 30 minute time window to:
 - » supporting international student team during the simulation game
 - » answering subject specific questions



Detailed description of participant roles



Students

- Conduct online lessons (Phase 1)
- Preparing own work during winter term - involved in international group work
- Participate at online meetings and business simulation game in groups (Phase 2*) **mandatory, once a week*
 - Preparing of content together (group work) for online meetings
 - Discussing and making decisions together in business simulation game TOP SIM between online meetings
 - Preparing and give a pitching presentation

E-Tutors

- Flexible coaching (if needed)

– eTutors are helping with

- » supporting international student team during winter term
- » answering organizational questions
- » Keeping the time line and mile stones clear
- » Watch over group work

Coaching approach B

- Supporting activities all around infrastructural matters
 - Online facilities and platforms
 - Online accesses
 - Help desk

