



spark

SPARK
Entrepreneurship
Summer Course
Manual

Introduction to Entrepreneurship Summer Course Manual

Entrepreneurship results in the creation of new jobs and businesses and at the same time generates innovation.¹ By teaching an entrepreneurial mindset to the students of today, we can create the leaders of tomorrow that help drive economic growth. This is even more relevant in areas affected by conflict as these generally offer fewer formal employment opportunities to young people. Being able to run their own business gives these young people hope for the future.

From subsistence farming to commercial farming

Summer courses are a good way of teaching students an entrepreneurial mindset and to get them acquainted with setting up their own business. SPARKs Entrepreneurship Summer Course programmes, active in Jordan and Kosovo, do this by bringing together students and local and international professors to focus on relevant business knowledge and skills. These several-week-long courses can be organized on campus, or elsewhere – what matters is that the education institution is deeply involved in syllabus creation, organization and follow-up. As many more youths in conflict-affected countries can benefit from similar programmes, we produced an Entrepreneurship Summer Course Manual that can serve as a useful guide.



SPARK
South Sudan Market Farming

1. <https://www.worldbank.org/en/news/feature/2016/06/20/entrepreneurs-and-small-businesses-spur-economic-growth-and-create-jobs>

Manual

Our Entrepreneurship Summer Course Manual provides ‘how-to’ guidance on different stages in developing an entrepreneurship module that will become a part of the regular university curriculum. Ideas on how to strengthen sustainability and local ownership, as well as strategies on how to avoid some common mistakes, are integrated into the manual, which is divided into the following sections:

Selecting local partners:

- Choosing a higher education institution;
- Drafting a memorandum of understanding;
- Building capacity of local partners and teachers;
- Ensuring financial sustainability.

Preparing together with local partners:

- Designing the curriculum;
- Choosing the teaching methods and equipment;
- Choosing the reading materials;
- Dealing with practical and logistical matters;
- Communicating and promoting the programme.

Selecting international lecturers:

- Defining international teachers’ tasks;
- Recruiting international teachers.

Selecting students:

- Application form;
- Eligibility and selection criteria;

Implementing the programme:

- Core activities and courses;
- Choosing examinations and assignments;
- Designing a pitching competition;
- Criteria for certificates and credits.

Measuring results:

- Monitoring based on KPI’s;
- Analysing and reporting.

Who is this manual for

The SPARK Entrepreneurship Summer Course Manual is written as a 'how-to' document that can guide practitioners in establishing similar entrepreneurship summer/winter courses. The possible users are those practitioners who work at non-governmental organizations, employment offices, business associations, business incubators and accelerators.

Key results:



In Jordan and Kosovo, over 7,000 people received entrepreneurship and business skills training and more than a 1,000 participated in a business plan competition;



In these two countries, 238 new businesses were created through our programmes;



We provide students with professional skills and a civic-mind that will help them to become community-, business- and national leaders of the future;

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Students learning, BYB, Kurdistan
Region, Iraq

About SPARK

SPARK is an independent, non-profit international development organization, with over 100 staff members working in fourteen offices in thirteen countries. Established in 1994, SPARK has over 25 years of experience in working in post-conflict regions of Eastern Europe, Africa and the Middle East.

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Other Manuals:

You can also contact us about our manuals on:

- Business Support Centres;
- Cooperative support: from subsistence farming to commercial farming;
- Internship programmes for work experience;
- Higher Education Scholarships;
- SME Coaching.

Haarlemmer Houttuinen 15H

1013 GL Amsterdam

Email: spark@spark-online.org

Phone: +31 (0)20 753 0311

www.spark.ngo



sparkorg



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