

# Deserve

## Developing entrepreneurial spirit through experience and reflection

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# Profil of the partner

**University of Cologne,  
Faculty of business  
administration,  
economics, and social  
sciences**



**Professorship of  
vocational education  
and training / Human  
resource education**

- Vocational teacher training program (appr. 80 students per year); Part of vocational training for business administration programs, overall programs for UoC;
- Conducting business plan seminars, Variations on business plan seminars
- Ideas-into-action camps

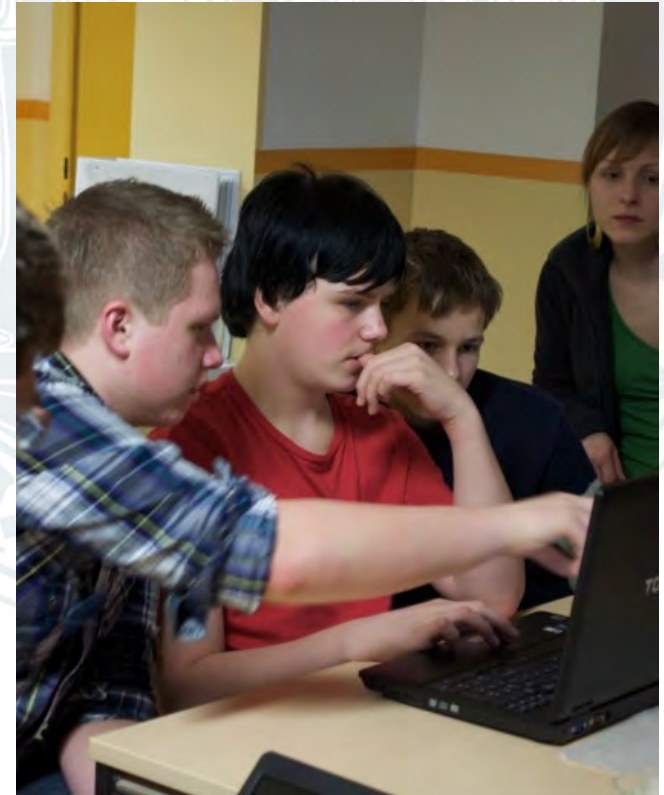
# Entrepreneurship education

- Broad understanding of entrepreneurship as a way of thinking and acting like an entrepreneur within a company, social and private life;
- Not systematically embedded in the curricula of the VET-Teachers program, status quo: skills seminar in the business administration programs
- additional and optional courses – for students and pupils of secondary schools



# Interest in Deserve

- Experiences within the business plan seminars lead to the understanding, that the steps beforehand need systematically support
- Interest in didactical design based on experience and reflection based learning approaches (problem based learning, learning through design, game based learning)
- Developed an didactical concept for enhancing entrepreneurial spirit through 'serious game'-approach



# Ideas-into-action

- Fostering entrepreneurial attitudes and mind sets
- Developing an learning environment which is based on a game development company
- Enhancing way of thinking which is creative, design-oriented and leads towards entrepreneurial mind sets
- Process based on the design-thinking process (dschool, Stanford)

