



# INGROW Curriculum

Inclusive Entrepreneurship  
Education for Migrant / Ethnic  
Minority Background Founders

[www.ingrow-project.eu](http://www.ingrow-project.eu)

Welcome to our pioneering entrepreneurship education Curriculum, a free and open resource designed for inclusivity and impact, particularly focusing on Migrant / Ethnic Minority Background Founders!

Our INGROW Curriculum is built on a dual foundation: the Competence Framework and Curriculum Objectives deriving from the INGROW Framework.

The Competence Framework outlines the necessary competencies and topics, crafted through an extensive Needs Analysis and expert input. This innovative approach aims to revolutionise entrepreneurship education, fostering a more inclusive entrepreneurial ecosystem.

Our Curriculum Objectives turn the framework into specific topic complexes, modules, and learning objectives. The INGROW Curriculum is designed to be flexible, modular, and adaptable, serving a wide spectrum of learners and educational providers across Europe.

INGROW Course offers multiple formats, from classroom-based to online self-learning. Our curriculum can also be integrated into existing programs. With an emphasis on gender and cultural mainstreaming, we aim to stay relevant and adaptable in the evolving educational landscape.

Join us in this transformative journey towards a more inclusive and flexible approach to entrepreneurship education!

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# What's Included?



## 5 Modules

Covering all aspects needed for migrant and ethnic minority founders' success



## 23 Exercises

Enabling full understanding of the lessons learned and engaging the knowledge adopted



## Case studies

Real-life best practices examples to enhance the learning process



## Interactive Content

Videos, Resources, Games, Platforms and links to Self Assessment Tool

# Course Timeline

**Inclusive Entrepreneurship Education for Migrant / Ethnic Minority Background Founders Course can be finished in this FOLLOWING timeline.**

We propose a schedule of 12 weeks, but a different schedule can also be adopted.

DESCRIPTION	HOURS
<b>MODULE 1. (Overcoming Socio-economic Challenges for Successful Migrant Entrepreneurship) topics</b>	<b>10 h total MODULE 1</b>
✓ Understand the socio-economic challenges faced by migrant entrepreneurs.	2
✓ Recognize the importance of cultural adaptation while staying authentic.	2
✓ Develop effective networking and mentorship strategies.	2
✓ Identify opportunities for social and economic inclusion.	2
✓ Set and achieve social and personal economic goals as a precondition for business success.	2
<b>We propose:</b>	<b>2 weeks for MODULE 1</b>
<b>MODULE 2. (Migrant Entrepreneur Equipped with Knowledge and Information) topics</b>	<b>14 h total MODULE 2</b>
✓ Language skills in the business world: tools, tips and methods to thrive	2
✓ Legal and regulatory knowledge: how to tackle?	3
✓ Knowing the market: where to start and common mistakes made by migrant entrepreneurs.	3
✓ Identifying own strengths in knowledge as a migrant (innovation, methods, existing know-how)	3
✓ Country and region-specific business planning	3
<b>We propose:</b>	<b>3 weeks for MODULE 2</b>

# Course Timeline

DESCRIPTION	HOURS
<b>MODULE 3. (Tackling Financial Challenges as a Migrant Entrepreneur) topics</b>	<b>13 h total MODULE 3</b>
✓ Financial literacy	2
✓ Managing personal finances as a precondition for the business world	2
✓ Knowledge of local finance, taxes, banks, and regulations	3
✓ Finding financial consultancy support for migrant founders	3
✓ Finding funding	3
<b>We propose: 3 weeks for MODULE 3</b>	
<b>MODULE 4. (Overcoming Personal Challenges to become a resilient Entrepreneur) topics</b>	<b>6 h total MODULE 4</b>
✓ Resilience & positive mindset building	2
✓ Openness and Cross-cultural communication	1
✓ Self-confidence building	1
✓ Ambition: Born Global mindset	1
✓ Psychological Supports	1
<b>We propose: 2 weeks for MODULE 3</b>	
<b>MODULE 5. (Business Practices and Attitudes for Success) topics</b>	<b>9 h total MODULE 5</b>
✓ Overview of Entrecomp	2
✓ Digital Entrepreneurship Skill Set (DigiComp)	2
✓ Investor Readiness	2
✓ Social Sustainable Business Practices	1
✓ Ecologically Sustainable Business Practices	1
✓ Adaptive leadership	1
<b>We propose: 2 weeks for MODULE 3</b>	



# Authors

## Enlightening Europe Through Knowledge

The INGROW project partners have been collaborating to produce this curriculum.

The partnership consists of:



### Outside Media & Knowledge

Outside Media & Knowledge is a German company specializing in content creation, particularly storytelling and video. They focus on culturally diverse groups and promote intercultural inclusion and gender equality. Their services include media creation, storytelling, marketing, and training, aiming to empower clients for diversity and inclusion.

*the vision works*

### The Vision Works

Vision Works, a German consultancy in Halle, offers comprehensive business solutions, including startup support, crisis management, sales guidance, digital transformation strategies, business intelligence, project management, and tailored coaching. With over 15 years of experience and a diverse team, they serve clients across Europe.



# Enlightening Europe Through Knowledge

## Ableness Consulting

### Ableness Consulting

Ableness Consulting is a Swedish company that specializes in project management, consulting, and education in national and international networks.

## momentum [educate + innovate]

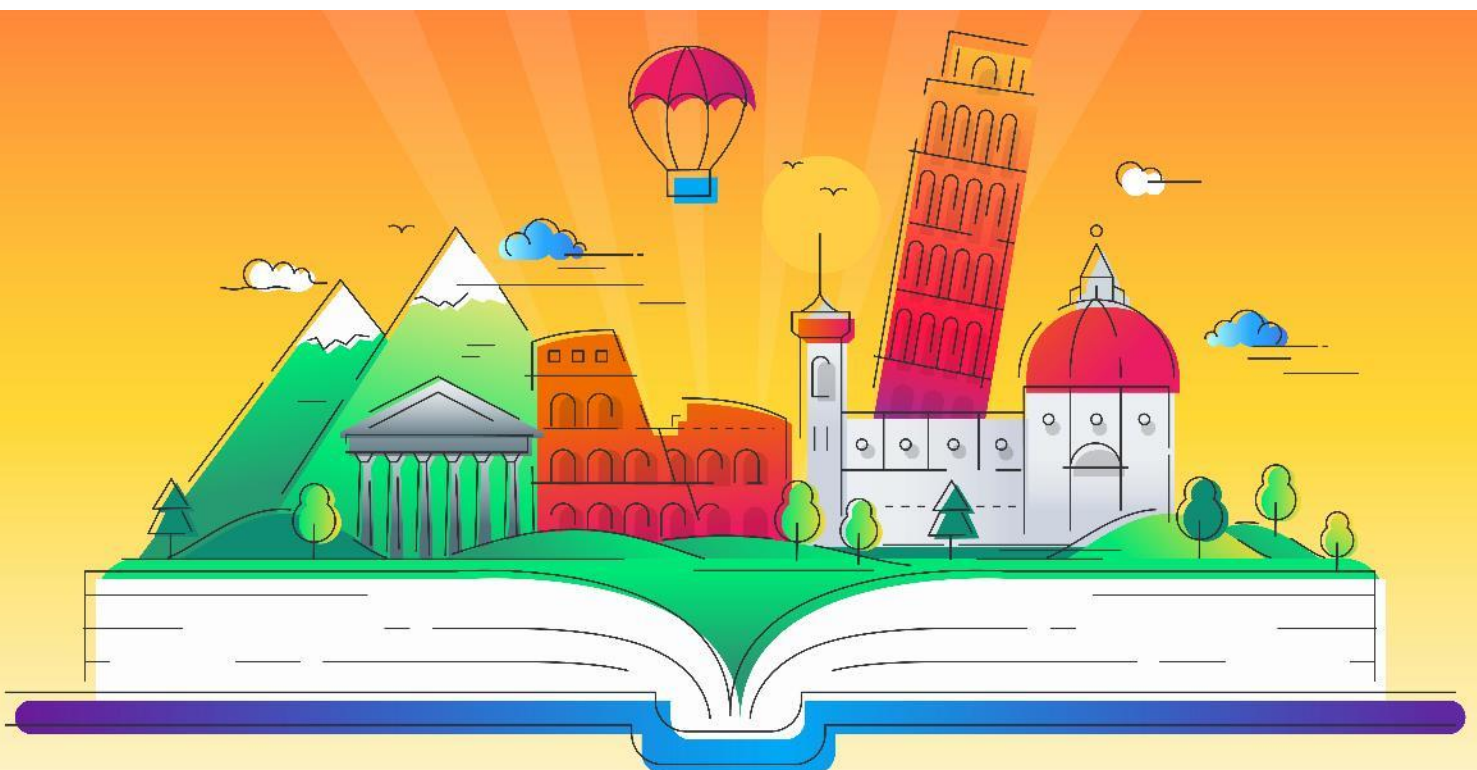
### Momentum Educate + Innovate

Based in Ireland, Momentum is involved in education and innovation. They specialize in EU programs for youth, adult, higher education, and vocational training. They are known for innovative problem-solving, economic development vision, and the design, funding, and delivery of impactful projects and programmes.



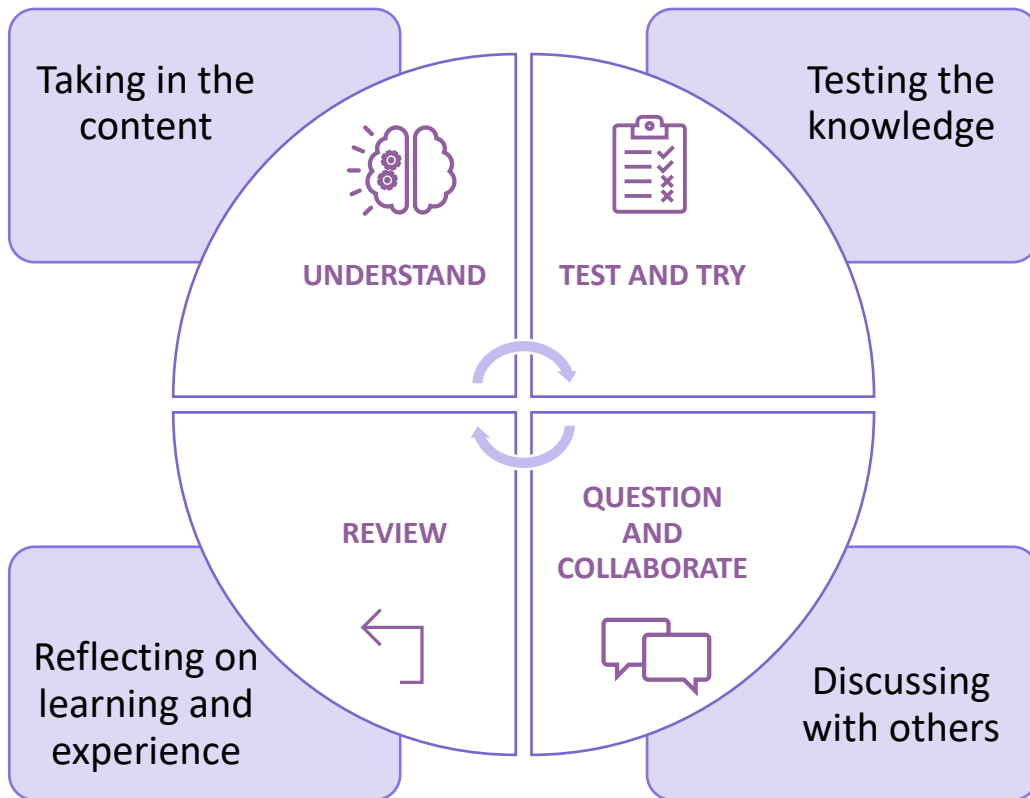
### European E-learning Institute

EUEI is committed to providing high-quality learning experiences and innovative educational programmes. They engage learners from a range of sectors and socio-economic backgrounds, promoting social cohesion, inclusion, and sustainability across Europe.





# The Learning Pathway



# The Learning Pathway

## What does it mean?



*The learning pathway for this course on Inclusive Entrepreneurship Education for Migrant / Ethnic Minority Background Founders provides flexibility for learners to mix and match modules and topics according to their interests and needs. Learners will engage in the following core actions throughout their learning journey.*



*By emphasizing these core actions, learners will have an active, engaging, and adaptable learning experience, allowing them to develop practical skills, build resilience, and foster a positive mindset as they embark on their entrepreneurial endeavors with an inclusive approach.*

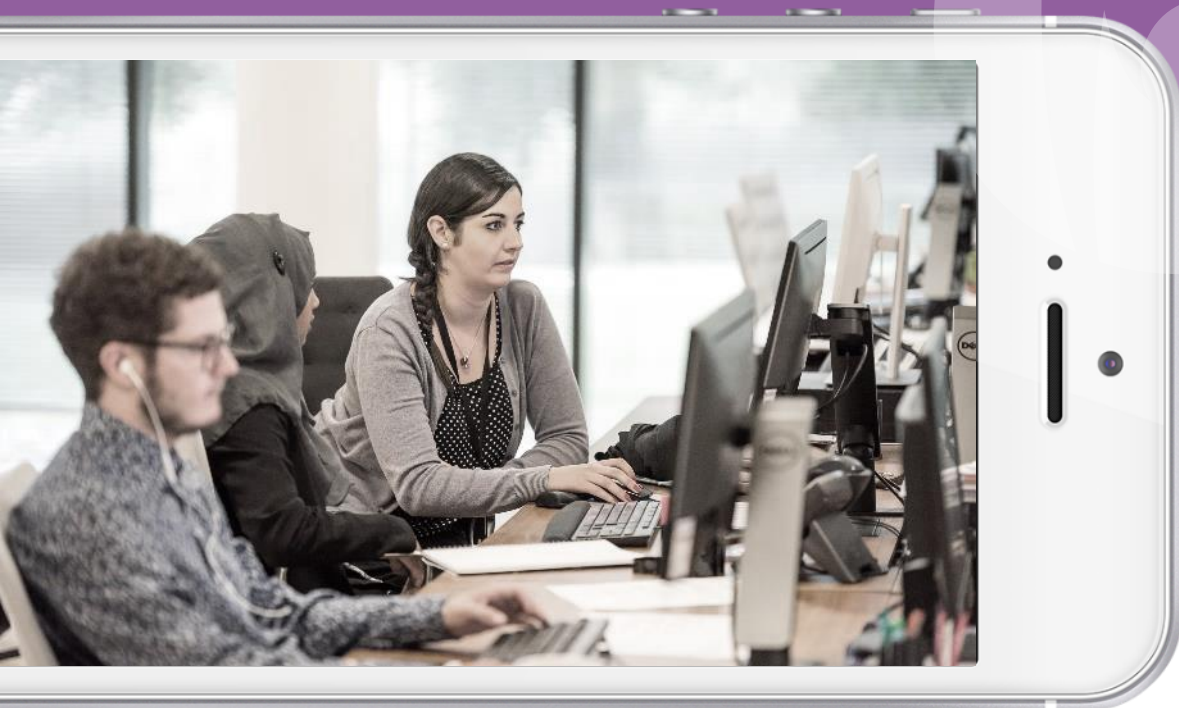
- 1. Taking in the content:** Learners will access diverse learning resources such as text, videos, case studies, and practical exercises provided within each module. They will gain insights into socio-economic challenges, legal knowledge, financial literacy, and other essential aspects of entrepreneurship for migrant founders.
- 2. Testing the knowledge:** Learners will apply their acquired knowledge through interactive exercises and real-life scenarios. These exercises will allow them to solidify their understanding and develop problem-solving skills by addressing challenges they might encounter as entrepreneurs.
- 3. Reflecting on learning and experience:** Regular moments of reflection will be encouraged, enabling learners to assess their progress, recognize personal growth, and identify areas for improvement. Reflections will help learners connect their experiences to the course content and derive meaningful insights.
- 4. Discussing with others:** Learners will participate in discussions with peer learners, educators, and their communities. Engaging in group discussions will foster a sense of belonging, promote diverse perspectives, and create a supportive learning environment. Dialogue with family and friends will enable learners to gain valuable feedback and encouragement throughout their entrepreneurial journey.

# Objectives and Expected Results

## Learning Objectives of the INGROW course curriculum

### Module 1: Overcoming Socio-economic Challenges for Successful Migrant Entrepreneurship

- Understand the socio-economic challenges faced by migrant entrepreneurs.
- Recognize the importance of cultural adaptation while staying authentic.
- Develop effective networking and mentorship strategies.
- Identify opportunities for social and economic inclusion.
- Set and achieve social and personal economic goals as a precondition for business success.



# Objectives and Expected Results

## Learning Objectives of the INGROW course curriculum

### Module 2: Migrant Entrepreneur Equipped with Knowledge and Information

- Enhance language skills for thriving in the business world.
- Understand legal and regulatory aspects related to business.
- Acquire market knowledge and avoid common mistakes made by migrant entrepreneurs.
- Identify and leverage individual strengths as a migrant entrepreneur.
- Create country and region-specific business plans.



# Objectives and Expected Results

## Learning Objectives of the INGROW course curriculum

### Module 3: Tackling Financial Challenges as a Migrant Entrepreneur

- Develop financial literacy skills.
- Manage personal finances effectively as a prerequisite for entrepreneurship.
- Understand local finance, taxes, banks, and regulations.
- Access financial consultancy support for migrant founders.
- Explore funding options for business ventures.

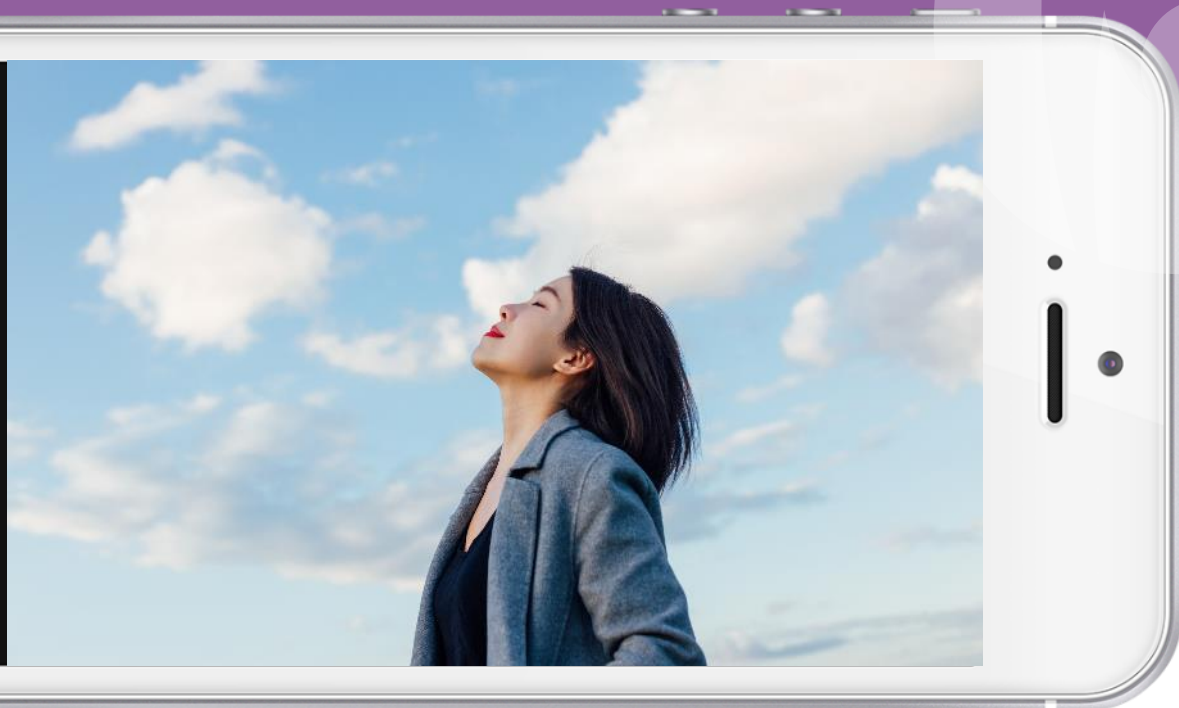


# Objectives and Expected Results

## Learning Objectives of the INGROW course curriculum

### Module 4: Overcoming Personal Challenges to Become a Resilient Entrepreneur

- Build resilience and a positive mindset.
- Foster openness and cross-cultural communication skills.
- Develop self-confidence for entrepreneurial success.
- Cultivate an ambitious "Born Global" mindset.
- Understand psychological support resources for migrant entrepreneurs.

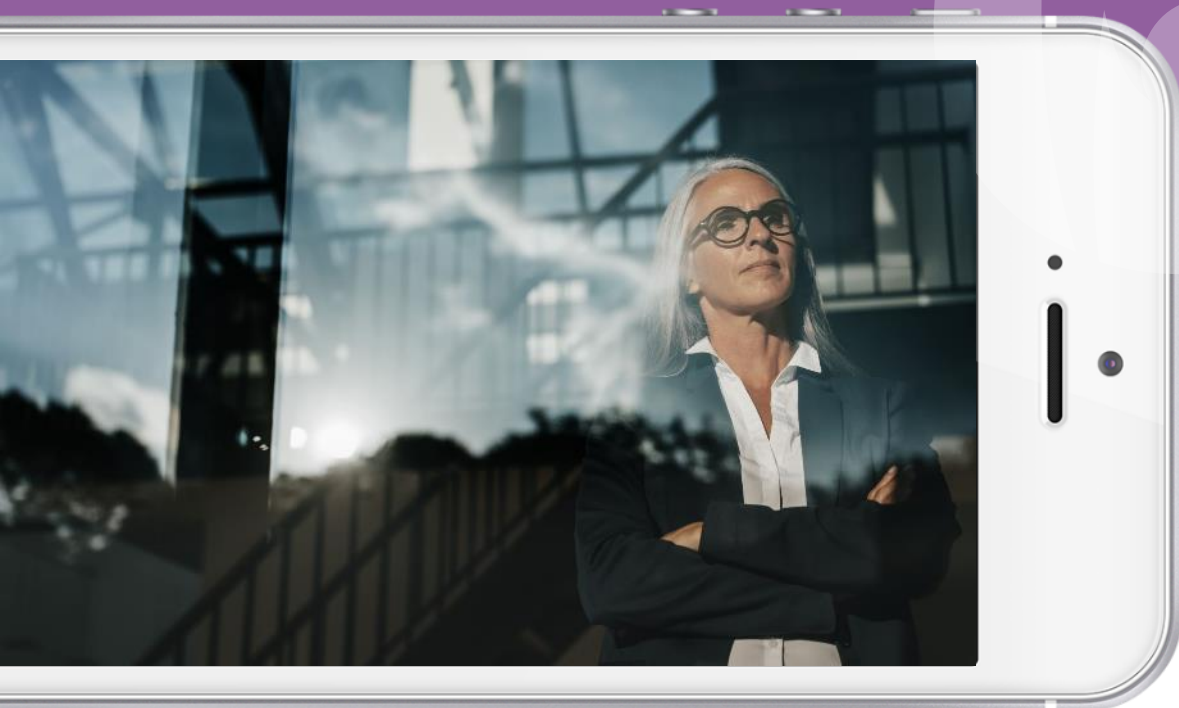


# Objectives and Expected Results

## Learning Objectives of the INGROW course curriculum

### Module 5: Business Practices and Attitudes for Success

- Gain an overview of Entrecomp (The European Entrepreneurship Competence Framework).
- Acquire digital entrepreneurship skills (DigiComp) for business success.
- Understand investor readiness and attract funding.
- Embrace social and ecologically sustainable business practices.
- Develop adaptive leadership qualities.



# Expected results

**After this course, learners will be empowered with the knowledge, skills, and attitudes necessary for successful and inclusive entrepreneurship in their respective contexts.**

**After Module 1, learners will be able to:**

- ✓ Demonstrate awareness and understanding of the socio-economic challenges faced by migrant entrepreneurs.
- ✓ Articulate strategies for cultural adaptation while maintaining authenticity in their entrepreneurial ventures.
- ✓ Exhibit enhanced networking and mentorship skills to build a support system within the business community.
- ✓ Identify opportunities and take actionable steps towards social and economic inclusion in the local business ecosystem.
- ✓ Set specific and achievable social and personal economic goals, laying the groundwork for their business endeavors.

**After Module 2, learners will:**

- ✓ Exhibit improved language skills for effective communication in the business world.
- ✓ Demonstrate knowledge of legal and regulatory aspects relevant to their business operations.
- ✓ Apply market research skills to avoid common mistakes and identify potential business opportunities.
- ✓ Recognize and leverage their unique strengths as migrant entrepreneurs to gain a competitive advantage.
- ✓ Develop comprehensive country and region-specific business plans aligned with their vision and resources.

**After Module 3, learners will:**

- ✓ Attain a solid understanding of financial literacy principles and apply them to their business decisions.
- ✓ Manage personal finances effectively, reducing stress and creating a stable foundation for their ventures.
- ✓ Comprehend local finance, tax, and regulatory frameworks, ensuring compliance with legal requirements.
- ✓ Utilize financial consultancy support to optimize financial strategies and business growth.
- ✓ Identify and explore different funding options suitable for their business model and objectives.

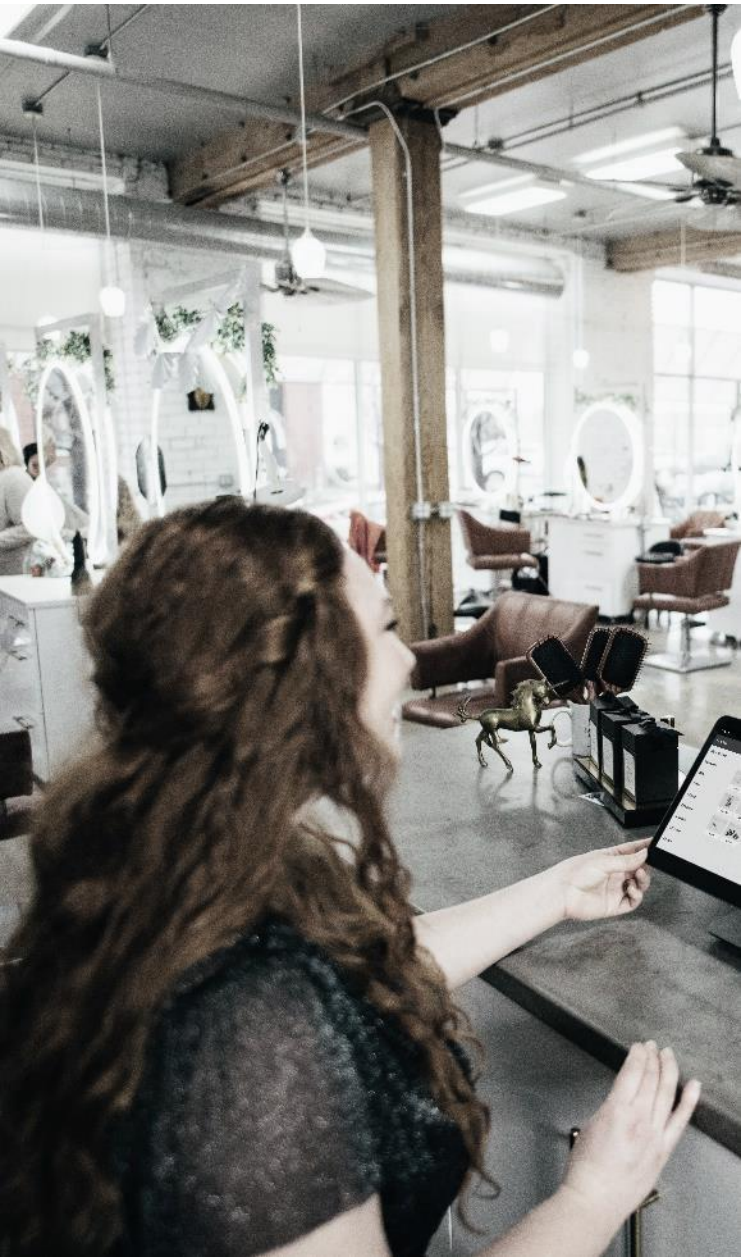
**After Module 4, learners will:**

- ✓ Cultivate resilience and a positive mindset, enabling them to face challenges and setbacks with determination.
- ✓ Exhibit openness to cross-cultural communication, fostering meaningful interactions with diverse stakeholders.
- ✓ Develop self-confidence and assertiveness to take calculated risks and seize opportunities.
- ✓ Embrace an ambitious "Born Global" mindset, recognizing and capitalizing on international market opportunities.
- ✓ Utilize psychological support resources effectively to maintain mental well-being and emotional balance.

**After Module 5, learners will:**

- ✓ Demonstrate a clear understanding of the Entrecomp framework, aligning their entrepreneurial competencies with its principles.
- ✓ Exhibit digital entrepreneurship skills (DigiComp) for efficient business operations and market penetration.
- ✓ Prepare and present an investor-ready business pitch, attracting potential funding for their ventures.
- ✓ Integrate social and ecologically sustainable practices into their business model, contributing to responsible entrepreneurship.
- ✓ Display adaptive leadership qualities, enabling them to navigate challenges and lead their businesses effectively.





# Modules

## Lesson Plan

Each module includes case studies, additional resources, practical tips, and activity sheets to enhance the learning experience for the participants. The curriculum is designed to progress from foundational to intermediate levels of learning, with a focus on hands-on exercises and real-world application for migrant and ethnic minority background founders.

# MODULE 01

## Overcoming Socio-economic Challenges for Successful Migrant Entrepreneurship

### Module Content:

- Introduction to socio-economic challenges for migrant entrepreneurs.
- Case studies and additional resources showcasing successful migrant entrepreneurs who overcame challenges.
- Practical tips, methods, and activity sheets to explore and discover ways to overcome socio-economic obstacles.
- Understanding the benefits of reaching a better socio-economic situation for fostering creativity, vision, access to financial resources, and increased motivation.

### Module Exercises:

1. Self-reflection exercise: Identifying personal socio-economic challenges.
2. Cultural adaptation activity: Embracing cultural differences while staying true to oneself.
3. Networking and mentorship simulation: Building a support network.
4. Goal-setting exercise: Establishing social and personal economic goals for entrepreneurship.

#### UNDERSTAND



#### TEST & TRY



#### DISCUSS



#### REVIEW



# MODULE 02

## Migrant Entrepreneur Equipped with Knowledge and Information

### Module Content:

- Language skills in the business world: Tools, tips, methods, and available digital resources.
- Legal and regulatory knowledge relevant to migrant entrepreneurs.
- Market research and understanding common pitfalls in starting a business as a migrant.
- Recognizing and utilizing unique strengths as a migrant entrepreneur.
- Developing business plans tailored to the specific country and region.

### Module Exercises:

1. Language improvement plan: Creating a roadmap to enhance language skills.
2. Legal and regulatory case studies: Analyzing real-world scenarios and developing strategies to tackle legal challenges.
3. Market research project: Identifying potential business opportunities and risks.
4. Strengths assessment: Understanding personal strengths and how to leverage them in business.

#### UNDERSTAND



#### TEST & TRY



#### DISCUSS



#### REVIEW



# MODULE 03

## Tackling Financial Challenges as a Migrant Entrepreneur

### Module Content:

- Introduction to financial literacy and its importance for entrepreneurs.
- Managing personal finances to reduce barriers to business entry.
- Local finance, tax, and regulatory knowledge for compliance.
- Finding and utilizing financial consultancy services.
- Exploring various funding sources available to migrant entrepreneurs.

### Module Exercises:

1. Personal financial planning: Creating a budget and financial goals.
2. Tax and regulatory compliance exercise: Navigating local financial regulations.
3. Financial consultancy scenario: Seeking expert advice for business finance.
4. Funding opportunities research: Identifying potential funding sources for a business venture.

#### UNDERSTAND



#### TEST & TRY



#### DISCUSS



#### REVIEW



# MODULE 04

## Overcoming Personal Challenges to Become a Resilient Entrepreneur

### Module Content:

- Acknowledging migrant-specific challenges and opportunities related to resilience.
- Importance of openness and cross-cultural communication for entrepreneurial growth.
- Techniques for building self-confidence and overcoming self-doubt.
- Embracing a global perspective and utilizing migrant advantages.
- Addressing mental well-being and identifying support resources.

### Module Exercises:

1. Resilience-building activities: Cultivating a growth mindset.
2. Cross-cultural communication role play: Practicing effective communication in diverse settings.
3. Self-confidence exercise: Overcoming fear and self-limiting beliefs.
4. Born Global strategy development: Identifying international market opportunities.
5. Mental well-being plan: Developing a strategy for maintaining positive mental health.

#### UNDERSTAND



#### TEST & TRY



#### DISCUSS



#### REVIEW



# MODULE 05

## Business Practices and Attitudes for Success

### Module Content:

- Overview of Entrecomp and its relevance to entrepreneurial success.
- Digital entrepreneurship skill set (DigiComp) and its application in business.
- Investor readiness and how to attract funding for business ventures.
- Implementing social and ecologically sustainable business practices for long-term success.
- Developing adaptive leadership qualities to navigate challenges.

### Module Exercises:

1. Entrecomp self-assessment: Identifying strengths and areas for improvement.
2. Digital entrepreneurship skill-building activities: Developing essential digital competencies.
3. Investor pitch preparation: Creating a compelling pitch for potential investors.
4. Sustainability strategy development: Integrating social and ecological sustainability into a business model.
5. Adaptive leadership scenarios: Practicing flexible leadership in various situations.

#### UNDERSTAND



#### TEST & TRY



#### DISCUSS



#### REVIEW





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## Follow our journey

Year: 2023