

**Teaching Entrepreneurship:  
An Activity-based Approach with a Focus on Economics**  
*Tallinn (SEB Bank), Estonia 15-16 November 2017*

**Wednesday, 15 November 2017, from 14:00 to 18:00**

14:00–14:30 *Welcome and Introductions*

14:30–15:00 *Overview of Entrepreneurship and Activity-based Teaching*

15:00-16:15 *The Invention Convention!*

Lively activity where participants work in groups to simulate firms creating and produce new products. They decide what inputs they will purchase and calculate their total revenues, total costs and profits or losses.

16:15–16:30 *Break*

16:30-17:15 *Risk Taking and Other Characteristics of Successful Entrepreneurs*

Participants identify characteristics of successful entrepreneurs by participating in a quiz game. They take a survey to assess their own risk tolerance and their entrepreneurial tendencies.

17:15 -18:00: *Entrepreneurship: Making Decisions on the Margin*

Participants take part in (or observe) a consumption activity showing the importance of marginal analysis in decision-making. They then apply this concept to a calculation activity where they discover the rule that profit maximization occurs where marginal revenue just equals marginal cost.

**Thursday, 16 November 2017, from 9:00 to 12:30**

9:00-10:00 *Competition (or not)!*

Participants take part in a short simulation where they discover the effects of different market structures on the prices that business may charge. This leads to a discussion of the effects of market structures (competition, monopoly, oligopoly, monopolistic competition) on business decision making.

10:00–11:15 *Productivity and Entrepreneurship*

Participants take part in an activity where they discover the determinants of productivity. They then relate the concept of worker productivity to entrepreneurial decision making.

11:15-11:30 *Break*

11:30-12:30 *Entrepreneurship in the Local Community*

In a small-group poster-making activity, participants brainstorm needs for goods and services in their communities. They recognize that entrepreneurs may meet these needs through creating new businesses and new jobs.

*Summary and Conclusions*



Organised by the Estonian Ministry of Education and JA Estonia in cooperation with the Global Economic Education Alliance, this teacher training on financial literacy and entrepreneurship is an optional activity for the teachers involved in the Innovation Cluster for Entrepreneurship Education (ICEE) and The Entrepreneurial School Awards (max 40 people - first come, first serve).

**Jane S. Lopus**, PhD, is Director of the Center for Economic Education at California State University, East Bay, where she has taught a variety of courses focusing on macroeconomics. She is widely published in the field of economic education research and has also published many economics curriculum materials. A former high school economics teacher, she has conducted seminars and workshops in 15 former communist and developing countries to train teachers to teach market-based economics. She was named the Cal State East Bay Outstanding Professor in 2006 and has received national awards for both research and leadership in economic education. She was a Fulbright Scholar to Romania in 2010 and 2017 and is a founding board member of the Global Economic Education Alliance, a non-profit organization dedicated to promoting economic and financial literacy and entrepreneurship education worldwide.

**The Global Economic Education Alliance (GEEA)** trains educators throughout the world in the principles of market-based economics, financial literacy, and entrepreneurship using highly effective activity-based methodology. Through GEEA programs, educators acquire the skills and knowledge necessary to promote economic and financial literacy and entrepreneurship in their countries, and to develop sustainable economic education delivery systems vital to economic growth and prosperity. GEEA, a non-profit Illinois corporation founded in 2011, grew out of the Cooperative Education Exchange Program (CEEP) funded by the U.S. government from 1995 through 2011. GEEA partners with local organizations to design curricula and to conduct teacher training and training-of-trainers programs, and we look forward to discussing cooperative opportunities to meet your needs.



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