Dear Students,

In our ever-changing business world, just having knowledge is not enough to spark innovative ideas and make them happen. It is essential to tackle real-world challenges and come up with creative solutions. That's where challenge-based learning comes into play! This exciting approach not only deepens your learning experience but also helps you become proactive problem solvers.

CBL is such an amazing approach to entrepreneurship education because it's all about learning by doing. It gives you the chance to roll up your sleeves and really get involved. Let's explore how this method can take your entrepreneurial journey to the next level!

First, we can shortly define "What is CBL?" This method allows us to move from recognizing the challenge to finding a way to solve that challenge through three steps Let's walk through them together.

First, we start with the Engage phase. This is where we identify a problem. For example, we might ask, 'How can we reduce waste in the local market?' The goal here is to define an issue that grabs our attention and requires a solution.

Next comes the investigative phase. At this stage, we gather data about the problem, conduct research, and consider various perspectives. For instance, we could explore which items contribute most to waste in the local market. This step helps us to understand the problem in depth and sets the foundation for finding effective solutions.

Finally, we move on to the Act phase. Using the information we've gathered; we design a practical solution and implement it. For example, we might create a recycling program specifically for the market to help reduce waste.

So, what role does CBL play in entrepreneurship?

At its core, entrepreneurship is about spotting problems, coming up with solutions, and turning those ideas into successful business models. CBL makes this process so much more approachable by breaking it down into actionable steps and giving you the tools to navigate it with confidence. For example:

CBL provides real-world connections. Rather than just acquiring theoretical knowledge, you tackle actual problems to create effective solutions. For instance, you can engage with sustainability concepts while conducting market research to develop environmentally friendly products.

CBL also enables new experiences in teamwork. Collaboration is crucial in entrepreneurship. By working with teammates on CBL projects, you can develop essential skills such as leadership, communication, and crisis management.

Furthermore, this approach allows you to create rapid prototypes and test your ideas while solving real-world business problems. This aligns with the "learning by doing" philosophy central to entrepreneurship.

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Finally, CBL encourages you to view problems from various perspectives and to navigate uncertainty. This skill is key to achieving success as an entrepreneur.

Now, let's talk about how we can apply these steps to our own projects and explore your role in each stage. Let's discuss the details together!"

In the Engagement phase of CBL, your most exciting role is to be a problem-solver—someone who explores, questions, and connects ideas. And here's the fun part: I'm not your teacher; I'm your teamcher! What's a teamcher, you ask? Well, in CBL, we don't teach or lecture—we work as part of the team, guiding and supporting you along the way. Think of me as your roadmap provider, but the journey? That's yours to shape with your curiosity and energy!

We'll kick things off by focusing on real problems you've noticed in the world or in your surroundings. Remember, this isn't just a theoretical exercise. The problem you identify will be real, and finding a solution will be your mission. So, as your teamcher, I'd like you to start with this: Look around, observe the world, and uncover the challenges that speak to you the most. Let's get to it!"

Our first task is to identify a problem that excites you and prompts your thinking. This problem could be something that personally affects you or impacts the people around you. Don't hesitate to ask questions such as: "Why is this important?", "Who does it affect?", and "Why does it need to be solved?" These questions will serve as our starting point.

Our second task is to cultivate curiosity. The key focus during the engage phase is to explore this problem more deeply. While you form your ideas, it's also valuable to listen to the perspectives of your friends. When we think together, we can uncover insights that might not be visible individually.

Embrace the challenge! We want you to take the lead in this process. Be courageous and open to developing solutions as you define your challenge. Keep in mind that you don't need to find a solution at this stage; it's crucial to choose a meaningful problem and take ownership of it.

Collaborate as a team! During this stage, you will come together to share ideas, discuss them, and make decisions collectively. Each person's role and contribution are valuable, as every idea will strengthen our process.

The Engage phase serves as the initial step in your process. Your responsibility is to ask questions, understand the challenges, and collaboratively decide on a direction. The more creative and enthusiastic you are during this stage, the more thrilling the following steps will be.

Alright, now that we've identified the problem in the Engage phase, it's time to roll up our sleeves and dig deeper! Welcome to Phase 2: Investigate. Here, you'll become explorers, detectives, and analysts—basically, a team of curious problem-solvers! Let's uncover the facts, strengthen our ideas, and get to the heart of the challenge together.

At this stage, you need to conduct in-depth research to gather information about the challenge you have identified. This will help you strengthen your ideas and determine the right solution. Your role is to be an explorer, detective, and analyst. Our goal is to get to the root of the problem and collect solid data and information to develop a solution.

Now, we can discuss how to proceed!

So far, you have defined the problem and identified your initial questions. Let's talk about the next steps! First, it's time to Explore Resources. This means identifying trustworthy sources like books, articles, statistics, interviews, or even online content. Think about what kind of information is most critical for understanding and solving the problem.

Next, let's focus on Gathering Data. If the problem affects a real community, it's so important to include their perspectives. You can do this by conducting surveys, making detailed observations, or interviewing experts. Every piece of information you collect here will bring you closer to crafting an effective solution.

Remember that when you're gathering information, try to dig a little deeper! Instead of just skimming the surface, ask more questions to really understand your problem. Think about questions like, "Why does this problem exist?", "Who is affected by it?", and "How have others tackled this issue in the past?" This approach can help you gain valuable insights!

Not everything you find while researching is guaranteed to be true, so it's important to keep a critical eye on the information you come across. Take a moment to think about your sources: where did the information come from, and is it reliable? These questions can make a big difference! Remember, using critical thinking helps you come up with strong solutions and makes it easier to share your ideas with others.

After you have gathered this information, remember that you are part of a team and should combine the insights that everyone has discovered. A detail you uncover may provide a new perspective on your friend's solution. Be open when sharing your information; it's possible you may have found incorrect or incomplete details, which is also part of the learning process.

Now, with the information you have collected during the research, you will be able to examine the root of your problem more clearly. You may find that you are facing a different issue than you initially thought. So, what should you do in this case? Step one: Redefine the challenge; if the problem is too broad or too narrow, reformulate it. Step two: Update your questions; you may have new questions or ideas for solutions.

As you dive into the second phase of CBL, remember to embrace your role as a curious researcher! Take a critical look at the information you find, and don't hesitate to work together with your team – learning from one another can be such a rewarding experience. And remember, it's perfectly okay if you don't find everything right away. Staying patient and continuing your search will eventually lead you to the solutions you're looking for.

Now that you've explored, investigated, and embraced your role as a curious researcher, it's time to take everything you've learned and put it into action! Welcome to Phase 3: Act! This is where your ideas come to life. Think of it as the moment you transform all that hard work into a tangible, real-world solution. At this point, you will no longer be just thinkers; you will become doers and change-makers.

Design an innovative solution by combining the information you have previously collected with the ideas you have developed. Your solution should be both applicable and effective. If your solution is a product, system, or campaign, create a prototype that can be tested on a small scale. For example, consider designing reusable bags to reduce plastic use. Remember, our primary goal is not to produce a perfect solution but rather a functional and testable one. Now is the time to test your solution and see its real-world impact. Start by applying the prototype or idea you have designed to your target audience. During the implementation, observe their reactions to your solution and its impact. Keep asking yourself questions such as, "Was our solution effective?" "How did people respond to it?" and "Are there any areas for improvement?" At this stage, you have the opportunity to review and enhance your solution before completing the process. Analyze the results, gather feedback, and consider whether your solution can be applied in other contexts. This will demonstrate the social impact potential of your Big Idea.

Do not just offer a solution but rather make a difference by these learnings and experience sharing. How can, however, this social impact be realized? Present your solution, the process and the results with your team with the help of graphics. This is the time when you can motivate other people and call different sections or communities into action.

Remember, the act stage is where your solution interacts with the world. Everything you do at this stage has a significant impact not only on your learning process but also on the people and community around you. Now is the time to take action!

Ultimately, CBL teaches you not just knowledge but also effective learning strategies.

In a competitive field like entrepreneurship, this approach enhances your problem-solving skills, both individually and as part of a team.

Now it's your turn! What challenges do you want to address?