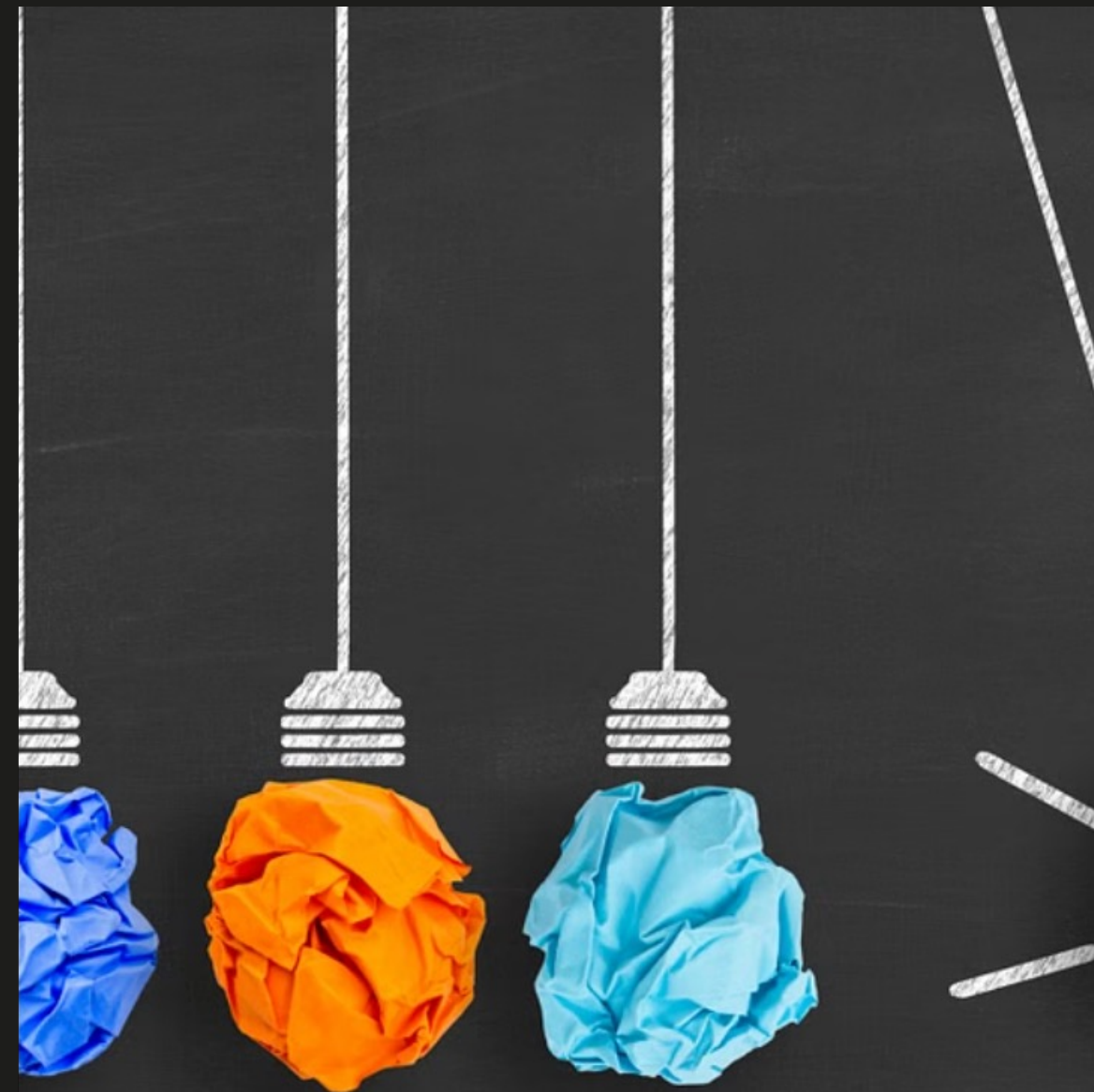


WELCOME

Boosting Entrepreneurial Mindset with Challenge-Based Learning

The ENTER-CBL project aims to empower the next generation of entrepreneurs by developing a cutting-edge study program called "NextGen Entrepreneurs." This innovative program, designed by a consortium of four European universities, will leverage the power of Challenge-Based Learning (CBL) to cultivate an entrepreneurial mindset among students. Through real-world business challenges, interactive workshops, and access to industry experts, participants will gain the knowledge, skills, and confidence needed to turn their ideas into successful ventures.

ENTER
CBL



3rd JULY

13:00 Welcome lunch

14:30 Official opening by ESTG.IPP

14:50 "Empowering NextGen Entrepreneurs: Integrating Digital Tools and Gamified Experiences in Challenge-Based Learning"-

Mário Cruz & Ricardo Queirós - CIP.IPP

15:35 Q & A

15:50 General presentation and follow up – WP2 – Aydin University

16:30 Q & A

4th JULY – Parallel session 1

- 09:00 Teaching scenarios – example ESTG.IPP - Business Simulation I
- 09:30 Teaching scenarios – example ESTG.IPP - Business Simulation II
- 10:00 Teaching scenarios – example ESTG.IPP - Marketing Simulation
- 10:30 Teaching scenarios – example ESTG.IPP – Strategic Management
- 11:00 Q & A
- 11:20 Coffee Break
- 11:50 Generating ideas on practical CBL strategies – using teaching scenarios
- 12:20 Q & A
- 12:40 Lunch break

14:30 Felgueiras - Amarante (by car)

Social program - Amarante museum <https://www.amadeosouza-cardoso.pt/en>

Free time – Amarante <https://amarantetourism.com/>

19:30 Dinner – Amarante <https://www.terrassa.pt/>

4th JULY – Parallel session 2

09:00 General management meeting - Follow up WP1, WP2 and WP3

11:00 Q & A

11:20 Coffee Break

11:50 General management meeting - Follow up WP4 and WP5

12:40 Lunch break

14:30 Felgueiras - Amarante (by car)

Social program - Amarante museum <https://www.amadeosouza-cardoso.pt/en>

Free time – Amarante <https://amarantetourism.com/>

19:30 Dinner – Amarante <https://www.terrassa.pt/>

5th JULY

- 10:00 NextGen Entrepreneurs course – presentation by RAU
- 11:00 Coffee Break
- 11:30 NextGen Entrepreneurs course – presentation by RAU
- 12:30 Coffee Break
- 13:00 Farewell lunch

Consortium Collaboration

Akademia WSB

POLAND

Coordinating institution, responsible for overall project management and implementation.

Istanbul Aydin University

TURKEY

Providing expertise in entrepreneurship education, with a focus on digital tools and innovative teaching methods.

Romanian American University

ROMENIA

Contributing to the development of the "NextGen Entrepreneurs" curriculum and ensuring alignment with regional needs and best practices.

Businet

BELGIUM

Leveraging its extensive network of higher education institutions to facilitate international dissemination.

ESTG.IPP

PORTUGAL

Bringing expertise in challenge-based learning methodologies and integrating digital technologies into entrepreneurship education.

Join the ENTER-CBL Journey

ENTER
CBL.

Get Involved

Are you a professor or lecturer interested in transforming entrepreneurship education? Join the ENTER-CBL community and contribute to the development of innovative teaching methods and cutting-edge digital tools that will shape the future of entrepreneurship education.

Stay Connected

Be part of the conversation and help us build a thriving entrepreneurial ecosystem across Europe.