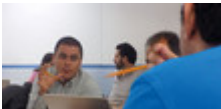


Leuphana Entrepreneurship project is launching in Mexico this year

2016-09-06 The project "Student Training for Entrepreneurial Promotion" (STEP) started in Mexico City.



STEP in Mexiko

STEP aims to promote entrepreneurship among university graduates and was jointly developed by the University of Lüneburg and the Makerere University Business School in Uganda. It will be offered to two Mexican universities for the first time. The German UNESCO Commission is working with its Mexican sister organization CONALMEX together for the realization. BASF Stiftung (Foundation) supports the project implementation financially.

Researchers from Leuphana University trained 12 lecturers from the University of Tecnológico Nacional de México Instituto (TecNM) and Instituto Tecnológico Autónomo de México (ITAM) in Mexico City and Puebla. In this three-day train-the-trainer workshop the lecturers became certified STEP-trainers. These trainers will lead the future STEP-training starting in September.

The STEP-training consists of 12 training modules with subjects from business administration, management, psychology and entrepreneurship. 200 students will get hand-on knowledge on how to start a business. Directly after the first session, the trainees form start-up teams of four to seven people and immediately start a business. To be able to immediately start a business every STEP start-up team receives about \$100 starting capital. The starting capital has to be refunded at the end of the training. The start-up teams can use the starting capital to acquire the necessary equipment and resources to start their business. It is important for the learning process that the start-up teams start their business within the first week of the training. During the three months of training, the trainees should experience the whole entrepreneurial process including identifying a business opportunity, launching the business, and managing the business. Starting an own small business means to deal with real-life business challenges. Throughout the training, students ask for help and receive feedback from STEP-trainers and peers.

STEP contributes to improve the career perspectives for university graduates. The training is directed to students of all faculties and gives them theoretical and practical skills. The main idea of STEP is to train entrepreneurial skills and knowledge for successful entrepreneurship and employment creation. STEP aims to provide a solution for the lack of employment opportunities in Mexico.

Other STEP projects have been implemented by the German UNESCO Commission at Universities in Liberia, the Philippines, Lesotho, Uganda and Kenya. More than 3.000 students participated in the training so far. Furthermore, the training contents have been successfully integrated into the university curricula and in national education programs with the help of German partners for sustainable project success.

Further information about STEP:

www.leuphana.de/universitaet/personen/michael-giellnik/forschung-projekte/step.html
www.step-training.com

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