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**«КОНКУРЕНТОСПРОМОЖНІСТЬ ТА ІННОВАЦІЇ:
ПРОБЛЕМИ НАУКИ ТА ПРАКТИКИ»**

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Pedagogical teaching approach to boost Social Entrepreneurship

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The pedagogical teaching approach in classroom environment for learning social entrepreneurship is something that one can consider as one of the best methods of teaching. It helps to explore and learn emerging social entrepreneurship at the global level that can teach individuals to adopt innovative methods so they can achieve goals based on their objectives for better learning outcomes. This gradually strives in boosting social entrepreneurship for better living. The Professor and students' interactive learning approach in the classroom is combined of presentation, group works, case studies, mockups, project and problem solutions-based teaching, individual supervisions as well as group supervision is something that students, around the world, can learn effectively for expected learning outcomes. It all focuses in boosting social entrepreneurship for shared prosperity and entrepreneurial advancement with innovative approach.

Social entrepreneurship is not just an academic training programme for diversified students. It is rather a special course to better living in becoming innovative and improving the existing profession/workings whatsoever. It depends how students can adapt this learning approach, which has been promoted by Fil Dr. Jan-U. Sandal Institute through scientific and innovative teaching methods for the betterment of human lives. As a senior fellow participant on behalf of the Institute in Cairo, Social Entrepreneurship was found something special that shows the unity in diversity for shared learning among different interesting groups of people.

Different approaches are applied while teaching as per the requirements of learners as it is also considered a complex process, and teachers

are adopting pedagogical approach in a scientific way to add value in their teaching practices for better outcomes (Chekour, Laafou, Janati-Idrissi, 2018).

Entrepreneurship educators who engage students as co-learners and evoke their curiosity with new questions will create new ideas and support them in building confidence to develop alternate understanding of how entrepreneurship can benefit them and the society as a whole in the future. Such process is adopted through pedagogical process of invention, stimulating curiosity, co-creation, thought provoking questions and entrepreneurial action (Verduijn, Berglund, 2019).

Advance pedagogy helps to enhance the teaching and learning performance for which various innovative teaching methods are being used at the global level including the use of new technology (Khairnar, 2015).

It is interesting to note here that after developing «teaching and innovating learning» pedagogical methods by Prof Dr. Jan-Urban Sandal back in 2012, the process of teaching in classroom environment on social entrepreneurship took a new turn that has really benefited thousands of students at the global level. This evolutionary approach should be taken as a new and modified model in modern and scientific teaching on social entrepreneurship that can be adopted further in a larger scale by global economies – whether rich, middle income or poor countries for bettering their education and innovative outcomes.

As a part of the Affiliated Honorary Research Fellow at Fil. Dr. Jan-U. Sandal Institute, research fellow has to serve as a Guest Lecturer at Social Entrepreneur School IBS at an international level and the objectives of such involvement is to acquaint senior fellows with the new ones and have deeper interactions with each other through the pedagogical teaching methods focusing on specific Institute courses such as Social Entrepreneurship, Innovation Management and Service Vision Management. Such teaching and learning practices involves all levels of interactions/presentations such as reading, presentations, interacting with each other, group works and supervision. Not only that, I was also provided with an

Секція 1. Стратегічне управління конкурентоспроможністю та інноваційною діяльністю

opportunity to deliver a keynote speech on «Improving Business Environment for SMEs: key to economic growth» at a conference on «Conversations on Emerging Issues in Social Entrepreneurship» organized by Fil. Dr. Jan-U. Sandal Institute in joint collaboration with 8th Arab Expo Business Forum. There was a great presence of highly esteemed personalities of Senators of Egyptian Parliament, ministers, business leaders, intellectuals, academicians, experts, among others.

At the lecture, students were mentored about exploring concepts on social entrepreneurship and project work in a scientific way, which could only be possible through participatory approach, self-regulation and innovative thinking encouraged by the approach of Prof Jan-Urban Sandal. The pedagogy learning was adopted with long scientific tradition of focusing on upbringing, socialization, knowledge, motivation, learning and formation of groups. Students can actually blend business strategy, technological innovation and deeper understanding about the needs of customers that lead for more creation of social enterprises for poverty reduction, which could only be attained through social entrepreneurship courses offered by Social Entrepreneur School IBS from Sandal Institute Norway, as this article author himself was graduated from such Institute back in 2016.

The students were very much enthusiastic in exploring the concept of pedagogical learning approach, innovative pedagogy teaching methods, productive innovation of work based on theories and practices to transforming education beneficial for all walks of life as the knowledge is not fixed and static. It is an ongoing process involving learning that ultimately creates innovation as various people have such adapting capacity. These are the independent learners who make science and act as a scientist.

If the above 7 factors in pedagogical teaching/learning methods are applied by the students, it benefits the participants in a comprehensive way. Different elements/methods are used in classroom environment in an innovative approach making the participants more attentive in strict discipline that is self-regulatory. This is a continuous process, which can

be backed up by the experiences/learnings in practical life that people follow. It ultimately benefits in the long run for better living understanding the value of social entrepreneurship education in a modernized society.



Fig. 1. Sandal's (2012) Model of 7 factors Innovative and dynamic pedagogical teachings methods used at the Social Entrepreneur School IBS are mentioned in a chart below

Briefly, engaging in such an interesting 2 weeks' programme has really turned out to be a useful internship course as an Affiliated Honorary Research Fellow of the Institute. The value of education, methods of learning, method of pedagogical teaching approach, assisting as an Assistant Prof. to Highly Acclaimed Professor Jan-U. Sandal, interacting with the diversified professional people with Arab and mingling on pedagogical learning/teachings were found very useful and valuable for a scholar. The Institute's efforts for advancing and promoting independence science is productive and appreciable. As per the needs of learners/students, lecturer can develop plan, learn innovative methods of teaching, assess his/her strengths, blend with new methods, review and understand deeply for

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moving effectively ahead that helps in getting better learning outcomes in the coming future.

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