



AI-GREENER

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LESSON PLAN

THE AI-ENTREPRENEURSHIP NEXUS

 QUADRAT HAK • HLW Bundeshandelsakademie Wolfsberg Austria	 DARICA İLÇE MİLLÎ EĞİTİM MÜDÜRLÜĞÜ Turkey	 CAMPUS 02 Fachhochschule der Wirtschaft GmbH Austria	 ΔΙΕΥΘΥΝΣΗ ΔΕΥΤΕΡΙΑΣ ΕΚΠΑΙΔΕΥΣΗΣ ΚΕΦΑΛΛΙΝΙΑΣ Greece	 Jaunpiebalgas vidusskola Latvia	 sucessos criativos Sucessos Criativos, Lda Portugal	 Sredno obshchobrazovatelno uchilishte Lyuben Karavelov Bulgaria
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Disclaimer



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1. TITLE

THE AI-ENTREPRENEURSHIP NEXUS

2. GRADE LEVEL

- ISCED Level 3 – Upper Secondary Education (ages 15–18)

3. SUBJECT AREA

- Economics
- Computer Science
- Social Studies

4. TYPE

- Lesson Plan

5. DURATION

- 2 x 40-minute classes

6. LEARNING OBJECTIVES

Students will be able to:

- Explain the relationship between Artificial Intelligence and entrepreneurship.
- Identify how AI enables new entrepreneurial opportunities.
- Analyze benefits and challenges of AI-driven entrepreneurship.



- Apply AI concepts to simple business ideas.

7. Key Competences Developed

- Digital competence
- Personal, social and learning to learn competence
- Citizenship competence
- Entrepreneurship competence

8. Prior Knowledge / Prerequisites

Students need to know some basics about AI and what entrepreneurship means.

9. Lesson/Project Outline

Phase 1 – Introduction (Engage & Contextualize)

Purpose:

To introduce the concept of the AI–entrepreneurship nexus and connect it to real-world business innovation.

Teacher's Role:

- Introduces examples of AI-based startups (e-commerce, delivery platforms, fintech).
- Explains how AI lowers entry barriers for entrepreneurs.
- Asks guiding questions:

Why is AI a game-changer for entrepreneurs?

Short Video: How to build a business with AI only!

https://youtu.be/D5D6MjKk3YM?si=V2fPCQq_0WRTMwmpP

Student Activities:

- Brainstorm businesses that rely on AI.
- Discuss how technology changes entrepreneurship.

Output:

Students understand the fundamental link between AI and entrepreneurship.



Resource (name)	Link (to the folder on Teams)
https://youtu.be/D5D6MjKk3YM?si=V2fPCQq_0WRTMwmp	

Phase 2 – Exploration (Investigate & Compare)

Purpose:

To explore how AI transforms entrepreneurial processes.

Teacher's Role:

- Provides research prompts based on the IZA paper.
- Explains productivity, innovation, and scalability effects.

Student Activities:

- Group research on AI-enabled entrepreneurship.
- Comparison with traditional entrepreneurship models.

Output:

Students explain AI's role using concrete examples.

Resource (name)	Link (to the folder on Teams)
https://docs.iza.org/dp17055.pdf	

Phase 3 – Application (Hands-On Practice)

Resource (name)	Link (to the folder on Teams)

Purpose:

To design a basic AI-supported business idea.

Student Activities:

- Create a simple startup concept using AI.
- Identify data sources and AI functions.

Output:

An AI-based entrepreneurial concept.



Resource (name)	Link (to the folder on Teams)

Phase 4 – Reflection & Consolidation (Present & Connect)

Purpose:

To reflect on opportunities and risks.

Student Activities:

- Present ideas.
- Write a reflection on AI and entrepreneurship.

Resource (name)	Link (to the folder on Teams)

10. Assessment Criteria

Criterion	Description	Scoring Scale
Quality of Group Work	Collaboration, task distribution, communication skills	1–5
Understanding of the AI-supported business idea.	Ability to explain concepts accurately and establish meaningful connections	1–5
Creativity and Feasibility	Originality of ideas and ability to develop realistic solutions	1–5
Presentation, Reflection, and Participation	Effective expression, openness to feedback, awareness of learning process	1–5



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Resource (name)	Link (to the folder on Teams)

11. Teaching Materials

Name	Type (Developed/Existing)	Link	Role in the lesson

12. External Resources and References

Resource (name)	Link (external or to the folder on Teams)