

Athletes Learning Entrepreneurship as a type of dual career approach

Mojca Doupona Topič

University of Ljubljana

In recent years many efforts are made in supporting Entrepreneurship Education in Europe. Besides all the well-developed higher education programs one important aspect is missing. There is no Entrepreneurship Training provided for Athletes in Europe. This is a big loss because it deprives Athletes of a promising opportunity and a big potential for the society remains unaffected. The aim of AtLETyC project (AtLETyC – Athletes Learning Entrepreneurship – a new Type of Dual Career Approach) is to develop Training on Entrepreneurship in particular for elite Athletes to facilitate and enlarge their educational opportunities and to enhance and stimulate Dual Career approaches of sportspeople. The training will be composed of web-based modules and face-to-face modules according the “Blended Learning”-Concept and will it consists from 6 different modules. After two years running of the project, some results will be presented and discussed.

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