The importance of entrepreneurship education cannot be overstated.

Heidi Neck, USASBE President
Professor of Entrepreneurship, Babson College
To provide the network to advance knowledge and foster business development through entrepreneurship education and research.

USASBE is an inclusive community advancing entrepreneurship education through bold teaching, scholarship, and practice.
The importance of entrepreneurship education cannot be overstated.
“Joblessness is a root cause of global unrest threatening international security. Fostering entrepreneurship is the remedy.”

DEFINING ENTREPRENEURSHIP EDUCATION
DEFINING ENTREPRENEURSHIP TEACHING
HOW WE TEACH ENTREPRENEURSHIP
FACULTY DEVELOPMENT

CHALLENGES
CHALLENGE: DEFINING ENTREPRENEURSHIP EDUCATION
What is entrepreneurship education?

**Entrepreneurship education**—the teaching of skills and cultivation of talents that students need to start businesses, identify opportunities, manage risk, and innovate in the course of their careers. (Kauffman, 2005)

[Entrepreneurship Education & Training] represents both academic education and formal training interventions that share the broad objective of providing individuals with the entrepreneurial mindsets and skills to support participation and performance in a range of entrepreneurial activities. (Velerio, Parton, & Robb, 2014)

“[E]ntrepreneurship” education is not used to explain educational approaches that describe entrepreneurship as a phenomenon, but rather, to describe entrepreneurship education as a means for students to acquire the requisite skills, competencies, and attitudes to become entrepreneurs and to meet the demands of the “new” twenty-first century economy. (Winkler, 2014)

The idea of ‘entrepreneurship education’ as one thing would appear to be rather problematic suggesting further effort is required to begin the development of detailed taxonomies and typologies based on current international practice. (Pittaway & Cope, 2007)
The cultivation of knowledge, mindsets, skills, and competencies to enable learners to identify and act on opportunities, engage in ventures, and innovate throughout their lives.

-USASBE Strategic Planning Meeting, April 2016
CHALLENGE: DEFINING ENTREPRENEURSHIP TEACHING
CHALLENGE: HOW WE TEACH ENTREPRENEURSHIP
“Good teaching is about having students answer questions or solving problems that they find intriguing, interesting, or beautiful.”

-Ken Bain, author of *What the Best College Teachers Do*
<table>
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<tr>
<th>Select Chapter Titles</th>
<th>Provocative question</th>
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<tr>
<td>Generating New Ideas</td>
<td>How might we better develop our creative self?</td>
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<td>Using Design Thinking</td>
<td>How might we create solutions to meet the needs of customers?</td>
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<td>Testing &amp; Experimenting in Markets</td>
<td>How might we design and run simple market tests to evaluate promising opportunities?</td>
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<td>Building Business Models</td>
<td>How might we design effective business models to create, deliver, and capture value?</td>
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<td>Developing Networks</td>
<td>How might we develop our network with purposeful intention so it can be a resource to pursue new ventures?</td>
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<td>Bootstrapping for Resources</td>
<td>How might we pursue a venture with very limited resources?</td>
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<td>Marketing &amp; Pitching Your Idea</td>
<td>How might we communicate our ideas effectively, confidently, and passionately to elicit a positive response to a call to action?</td>
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CHALLENGE: FACULTY DEVELOPMENT
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It’s easy to have one great class, but far more difficult to have a bunch of good ones!
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