



**The importance of
entrepreneurship education
cannot be overstated.**

Heidi Neck, USASBE President
Professor of Entrepreneurship, Babson College



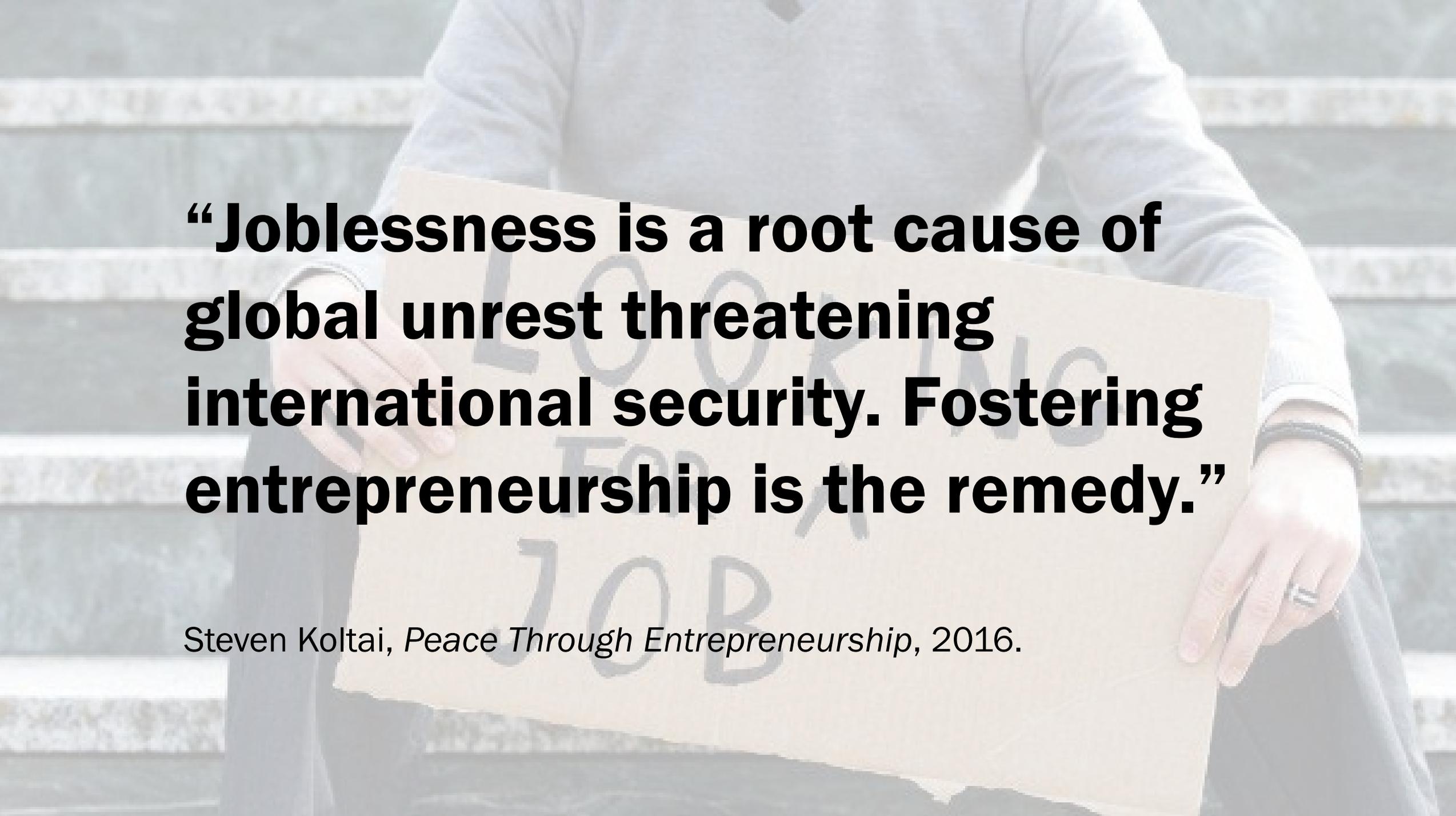
To provide the network to advance knowledge and foster business development through entrepreneurship education and research.



USASBE is an inclusive community advancing entrepreneurship education through bold teaching, scholarship, and practice.



The importance of entrepreneurship education cannot be overstated.

A person wearing a light-colored sweater is holding a large, rectangular cardboard sign. The sign has the words "LOOKING FOR A JOB" written on it in large, hand-drawn letters. The person is standing in front of a stone wall with horizontal layers. The overall image has a slightly desaturated, muted color palette.

“Joblessness is a root cause of global unrest threatening international security. Fostering entrepreneurship is the remedy.”

Steven Koltai, *Peace Through Entrepreneurship*, 2016.



CHALLENGES

DEFINING ENTREPRENEURSHIP EDUCATION

DEFINING ENTREPRENEURSHIP TEACHING

HOW WE TEACH ENTREPRENEURSHIP

FACULTY DEVELOPMENT



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)

[T]he 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)



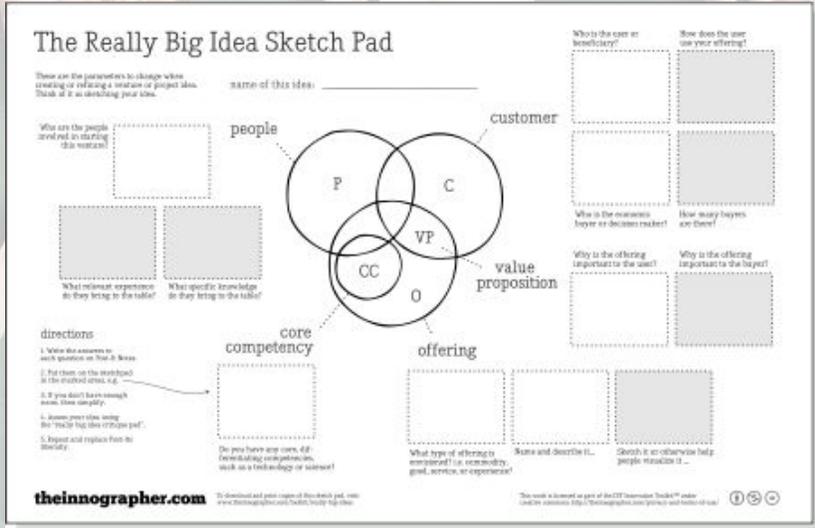
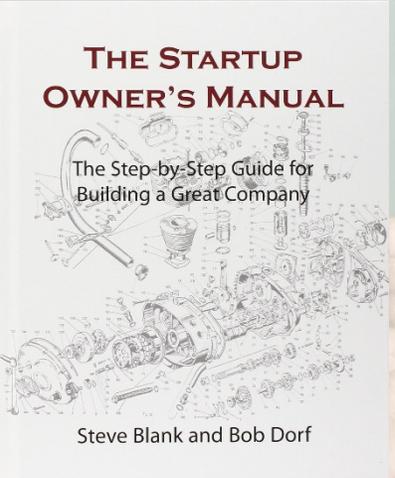
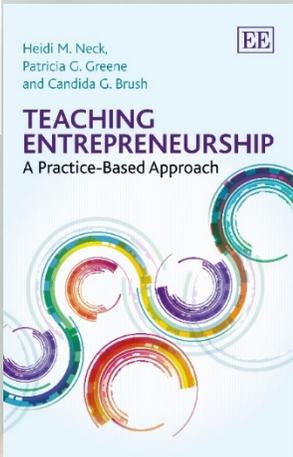
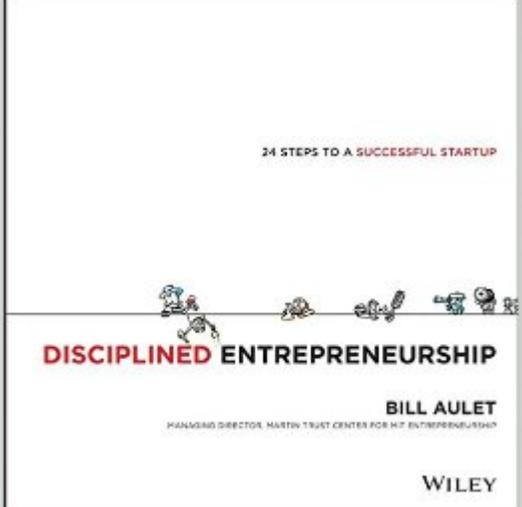
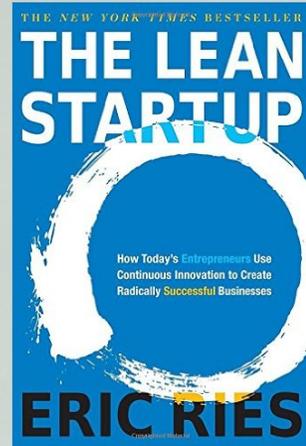
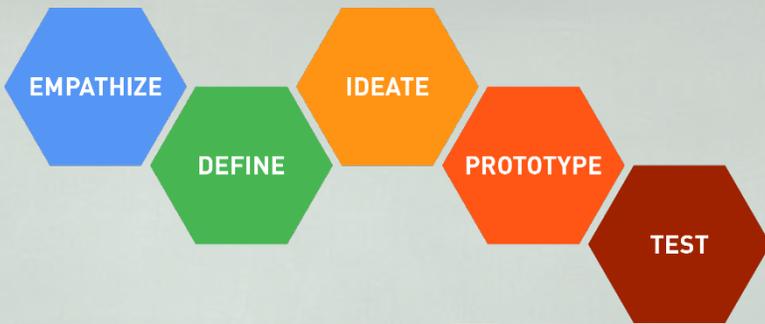
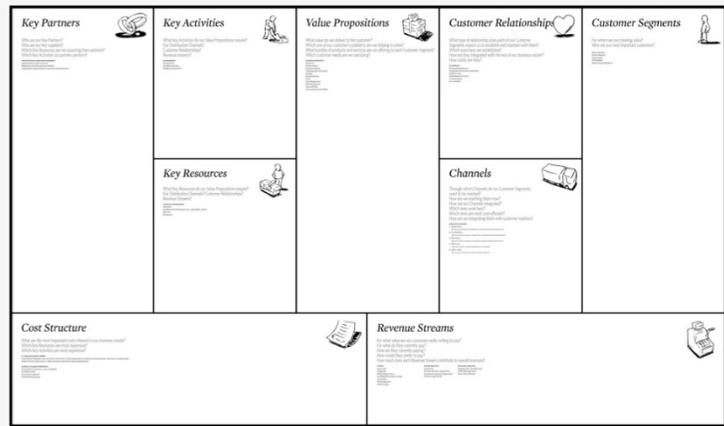
The cultivation of knowledge, mindsets, skills, and competencies to enable learners to identify and act on opportunities, engage in ventures, and innovate throughout their lives.

-USASBE Strategic Planning Meeting, April 2016



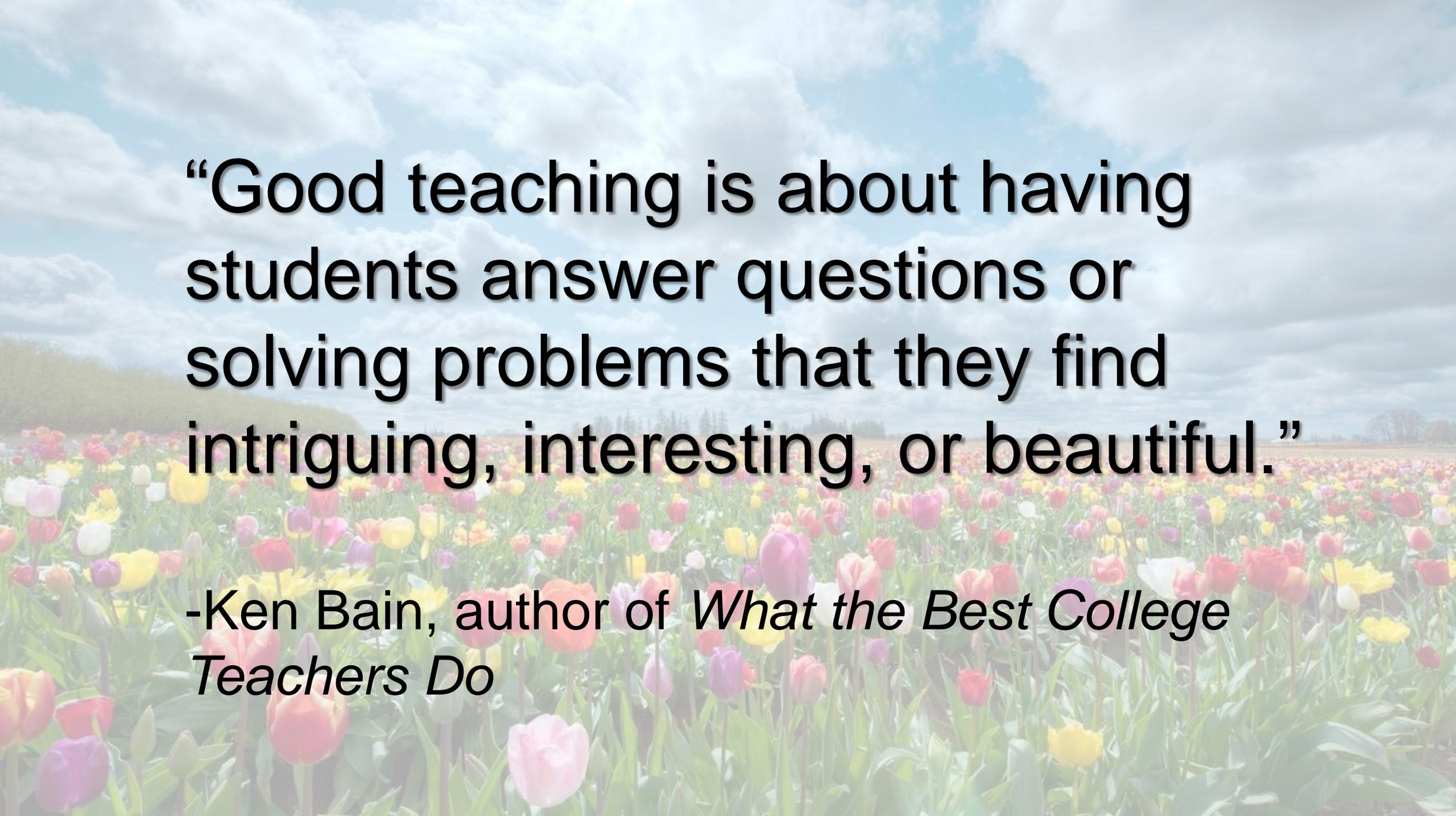
CHALLENGE: DEFINING ENTREPRENEURSHIP TEACHING

The Business Model Canvas



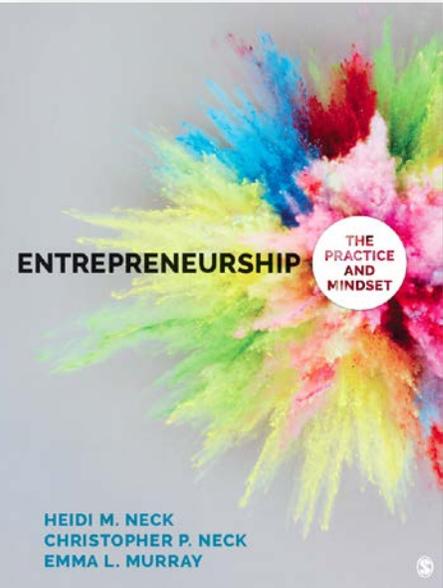
A wide-angle photograph of a mountain range, likely the Alps, under a hazy, blue-tinted sky. The mountains are layered, with the foreground showing more detail and the background fading into a misty blue. The overall mood is serene and expansive.

CHALLENGE: HOW WE TEACH ENTREPRENEURSHIP

A vibrant field of multi-colored tulips in shades of pink, purple, yellow, and white stretches across the foreground. The background shows a line of trees under a bright blue sky with scattered white clouds. The overall scene is bright and cheerful.

“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*



Select Chapter Titles	Provocative question
Generating New Ideas	How might we better develop our creative self?
Using Design Thinking	How might we create solutions to meet the needs of customers?
Testing & Experimenting in Markets	How might we design and run simple market tests to evaluate promising opportunities?
Building Business Models	How might we design effective business models to create, deliver, and capture value?
Developing Networks	How might we develop our network with purposeful intention so it can be a resource to pursue new ventures?
Bootstrapping for Resources	How might we pursue a venture with very limited resources?
Marketing & Pitching Your Idea	How might we communicate our ideas effectively, confidently, and passionately to elicit a positive response to a call to action?

A wide-angle photograph of a mountain range under a cloudy sky. The mountains are layered, with the foreground showing more detail and the background fading into a hazy blue. The sky is filled with soft, white and grey clouds. The text 'CHALLENGE: FACULTY DEVELOPMENT' is centered in the middle of the image in a bold, black, sans-serif font.

CHALLENGE: FACULTY DEVELOPMENT

Price-Babson | SEE

SYMPOSIUM FOR ENTREPRENEURSHIP EDUCATORS

THE EXPERIENTIAL CLASSROOM

Becoming a Great Entrepreneurship Educator
September 22- 25, 2016





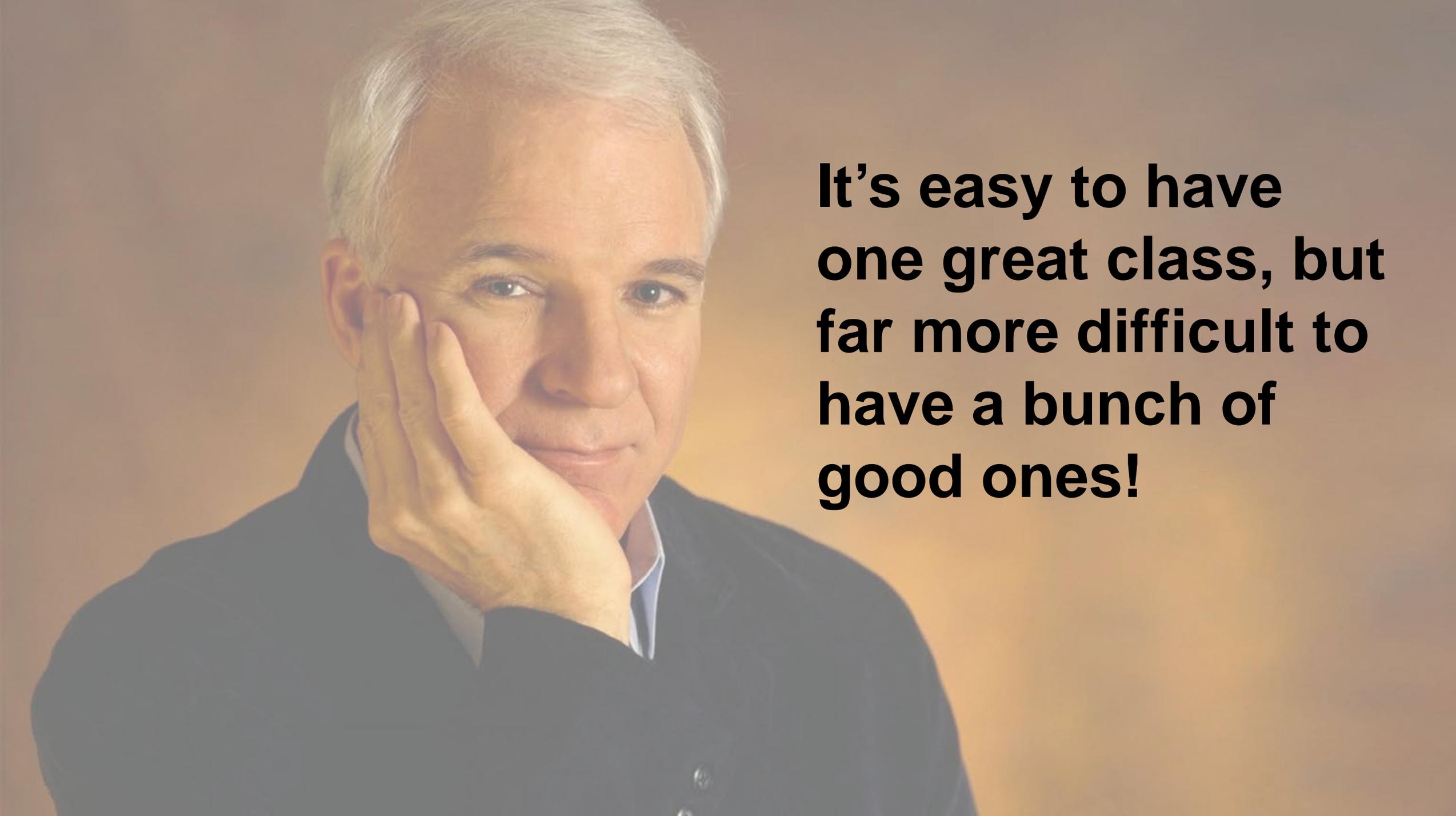
CHALLENGES

DEFINING ENTREPRENEURSHIP EDUCATION

DEFINING ENTREPRENEURSHIP TEACHING

HOW WE TEACH ENTREPRENEURSHIP

FACULTY DEVELOPMENT



**It's easy to have
one great class, but
far more difficult to
have a bunch of
good ones!**



**The importance of
entrepreneurship education
cannot be overstated.**

Heidi Neck, USASBE President
Professor of Entrepreneurship, Babson College