The Crisis in Entrepreneurship Education

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ICSB
International Council for Small Business

What is the Central Premise of our Research ?

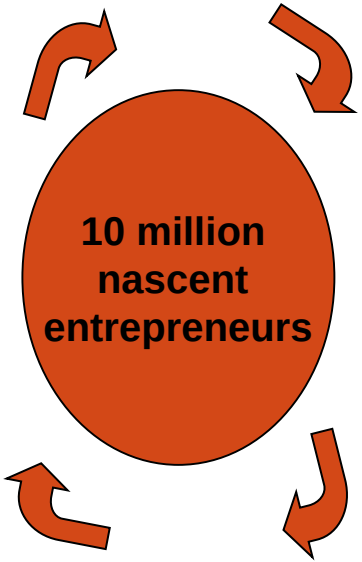
Who are we teaching?

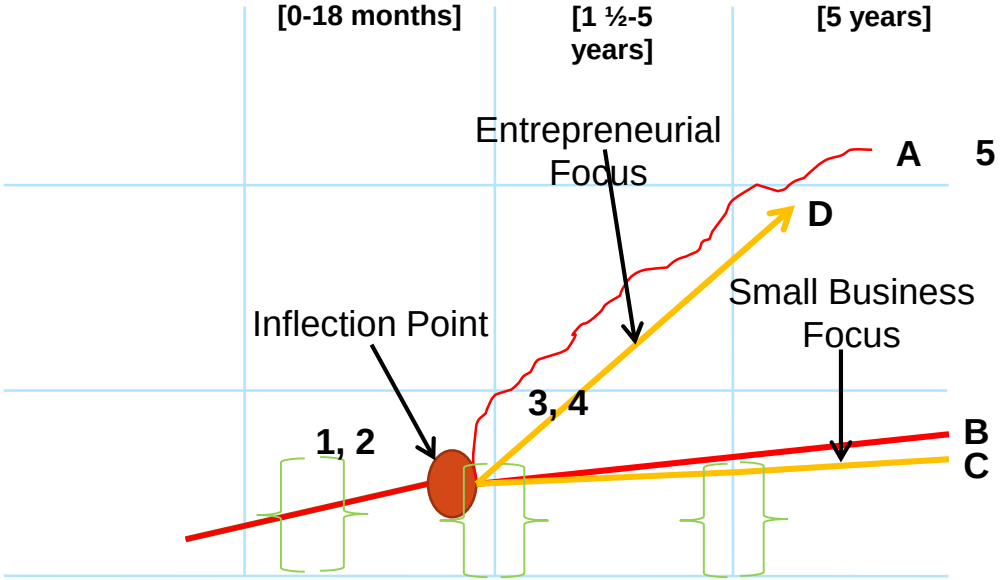
Nasceant Entreprenurs or Small Business Owners?

Need to address the currricular confusion between high-growth ventures versus steady state ventures.

Need to re-think entrepreneurship education as a whole to address both these issues

Small Business/Entrepreneurship Lifecycle Model





Organizational Life Cycle Stage:	Pre-Venture	Intro	Growth	Maturity
	Opening/buying business	*700,000 new starts annually + 2-4 million early starts*	*13 Million*	*5 Million*

=Transition Phase

A=Starts out as Entrepreneurial Focus and remains Entrepreneurial Focus

B=Starts out as Entrepreneurial Focus and changes to Small Business Focus

C=Starts out as Small Business Focus and remains Small Business Focus

D=Starts out as Small Business Focus and changes to Entrepreneurial Focus

(Kauffman Foundation Study 2003)

The Entrepreneurial Impact

Entrepreneurial Firm

Small Business Firms

Research Methodology

TOP 6

Researchered the Top 6 World Publishers
Books on Entrepreneurship vs Small Buss Mgt

TOP 25

Analyzed the Top 25 Programs U.S.
Graduate and Undergraduate *Annual Entrepreneurship Survey

AB
CD

Classified Data by Groupings

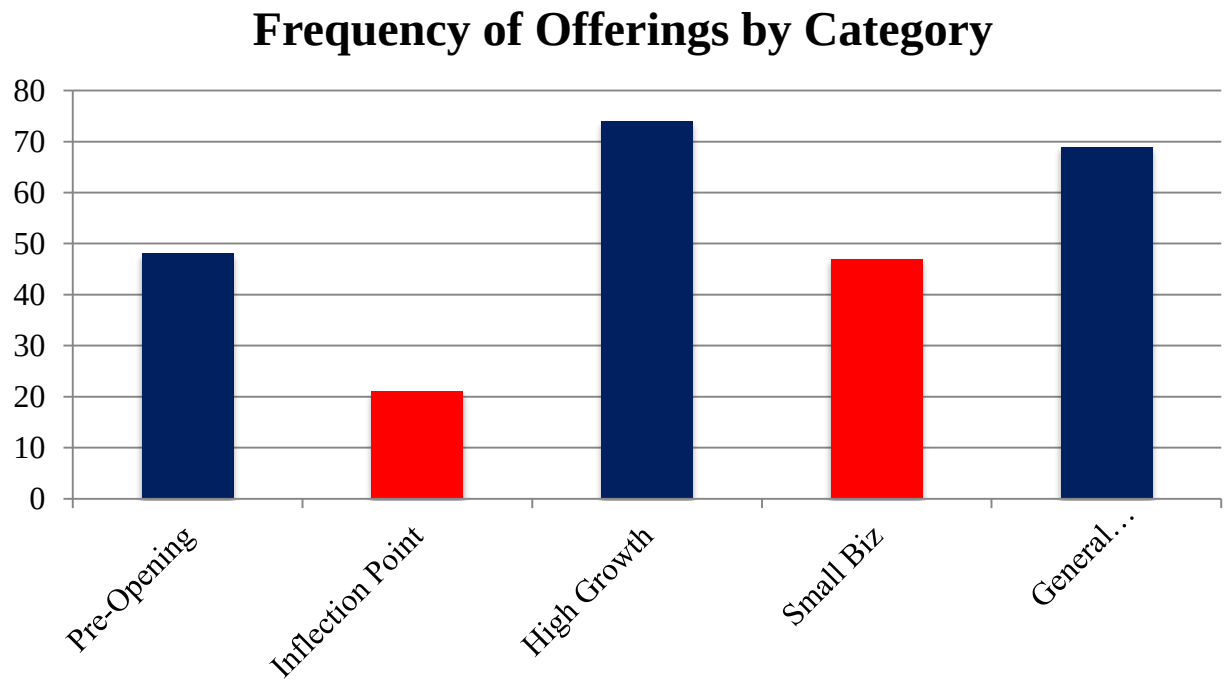
Mapped the Results to The
Entrepreneurship/Small Business Lifecycle Map

1st

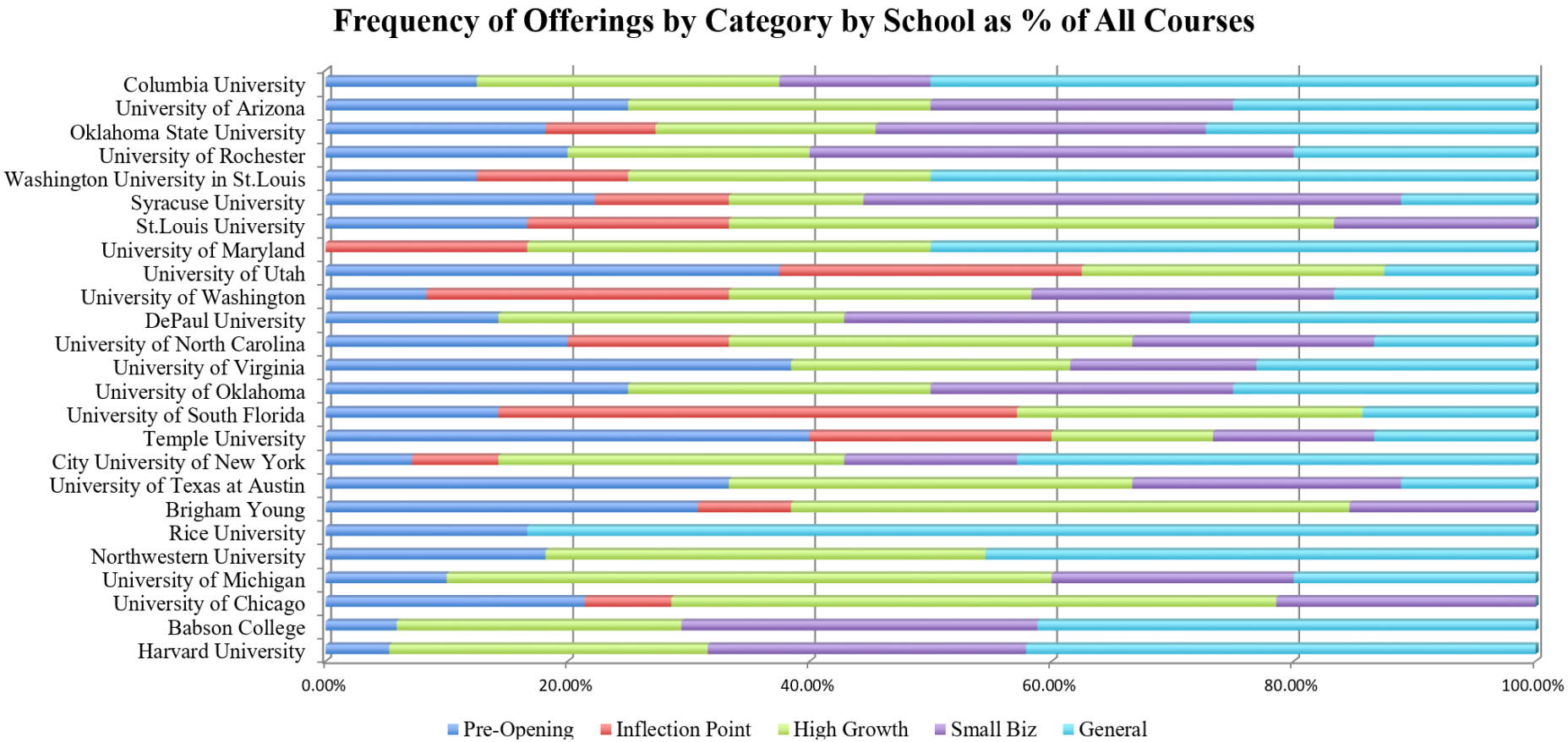
Type of Courses Offered by Pedagogical Focus?

School	1	2	3	4	5	Total Courses
	Pre-Opening	Inflection Point	High Growth	Small Biz	General Overview/Industry Specific	
Harvard University	1	0	5	5	8	19
Babson College	1	0	4	**5**	7	17
University of Chicago	3	1	**7**	3	0	14
University of Michigan	1	0	**5**	2	2	10
Northwestern University	2	0	**4**	0	5	11
Rice University	1	0	0	0	5	6
Brigham Young	4	1	**6**	2	0	13
University of Texas at Austin	3	0	**3**	2	1	9
City University of New York	1	1	**4**	2	6	14
Temple University	6	3	2	2	2	15
University of South Florida	1	3	**2**	0	1	7
University of Oklahoma	1	0	1	1	1	4
University of Virginia	5	0	**3**	2	3	13
University of North Carolina	3	2	**5**	3	2	15
DePaul University	1	0	2	2	2	7
University of Washington	1	3	3	3	2	12
University of Utah	3	2	**2**	0	1	8
University of Maryland	0	1	**2**	0	3	6
St.Louis University	1	1	**3**	1	0	6
Syracuse University	2	1	1	**4**	1	9
Washington University in St.Louis	1	1	**2**	0	4	8
University of Rochester	1	0	1	**2**	1	5
Oklahoma State University	2	1	2	**3**	3	11
University of Arizona	1	0	1	1	1	4
Columbia University	2	0	**4**	2	8	16
	48 courses	**21 courses**	**74 courses**	**47 courses**	**69 courses**	**259**

Where is the Entrepreneurship Pedagogical Focus?



Top 25 Schools – Teaching Entrepreneurship



What is the Key Issue?

ARE WE TEACHING SKILLS

TRANSFER – SMEs

Are WE TEACHING KNOWLEDGE

KNOWLEDGE ACQUISITION – Building on New Concepts & Theories

Questions?