

Teaching Entrepreneurship 101

Connecting Practice & Research

Workshop Proposal

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Session Description

The proposed session aims to engage participants in a dialog of best practices in entrepreneurship education. The key is to bridge the gap between what educational research suggests should happen and what most commonly occurs in entrepreneurship training and education throughout North America and beyond.

This will be an interactive session drawing out the experience, creativity and past successes of those participating. Participatory examples of successful practices will also be demonstrated. The session will explore the value of teaching entrepreneurship, identify the core components of entrepreneurship and explore educational methods that move beyond teaching entrepreneurship, to teaching “for entrepreneurship”.

Like athletic programs, entrepreneurship education should offer a journey where learners build the interest and confidence to “dream it” as the first step to “achieving it”. As entrepreneurship educators and trainers, we have an exciting opportunity to be a catalyst for the creation of the next generation of entrepreneurs. This is an amazing privilege, an incredible opportunity and a significant responsibility.

The session will be co-developed by Professor Ed Leach and Michael R. Wyse. Professor Leach teaches entrepreneurship at Dalhousie University and

specializes in opportunity recognition, entrepreneurial creativity and using technology in education. Professor Leach is recognized by his students and peers as a leading educator and is a recipient of the 2004 Farhlinger Award for emerging entrepreneurship research. Professor Leach is also a PhD candidate and an accomplished entrepreneur.

Michael Wyse is an educational consultant with CG International and specializes in experiential entrepreneurship education, curriculum design and train-the-trainer learning processes. Michael has acquired 15 plus years of experience working with clients from more than 30 countries. Working primarily in Africa, the Caribbean and developing regions in Europe, Michael works with regional governments, development agencies and educational institutions that have a mandate to affect meaningful change. His clients seek learning processes that support increased participation in entrepreneurship as a means of local poverty alleviation, empowerment, reduced dependence on government and increased participation in the mainstream economy.

The combined expertise of Professor Leach and Michael Wyse offers a balanced blend of current academic research, practical classroom experience, international implementation and the recognition of global successes and innovations in entrepreneurship education.

Abstract

Why teach entrepreneurship? What is the value of entrepreneurship education?

Answers to these questions direct our efforts to connect practice and research to enhance the impact and outcomes of entrepreneurship education. We must seize the opportunity to explore educational methods that move beyond teaching entrepreneurship, to teaching “for entrepreneurship”. In doing so, there is an opportunity to better align entrepreneurship education with the core components and competencies required for an entrepreneurial career.

Entrepreneurship education is about people development. Done well, it offers a journey where learners develop the desire, knowledge and competencies to venture – turning some “job seekers” into “job creators”. Entrepreneurship educators and trainers have an exciting opportunity to be a catalyst for the creation of the next generation of entrepreneurs. This is an amazing privilege, an incredible opportunity and a significant responsibility.

Come to the session prepared to share your creativity, experience and research. We will engage in a dialog targeting methods and strategies for enhancing the impact and effectiveness of entrepreneurship education.

Proposed Audience: Entrepreneurship educators, aspiring entrepreneurs and business support specialists that have a training mandate.

Length of workshop: Two hours

Equipment Requirements: LCD projector and screen, two flip chart stands, paper and markers

Room Requirements: Chairs that can be moved, allowing participants to form small working and discussion groups.