Entrepreneurship

Entrepreneurship is often defined as a creation of start-up companies, but since the last decade this concept has been changing, therefor started the entrepreneurial learning in schools. But more than to use the learned tools about businesses and to reproduce acquired entrepreneurship knowledge, students are now simulating entrepreneurial experiences. Considering that the process of learning grows faster through experience, this method is revealed as more effective in terms of fostering entrepreneurship. It also becomes a more personal learning approach thus harder to evaluate by the standard methods (setting learning goals and further evaluation).

It changes also the main focus in economics, based in theories presented by Schumpeter and Kirzner, to a more socially oriented learning combining multiple disciplines and to the “effectuation” model where entrepreneurs start with the resources at hand - their creativity, talent, capacity, etc. - this model is mainly used by creatives and frequently results in a creation of new markets, instead of a new approach to compete with the existing ones.

Entrepreneurship is more than starting a new business it is a look out for new opportunities a combinations of knowledges in a constant changing world. So it is teaching Entrepreneurship.

Approximately 65% of the population is visual, meaning easier learning by images/animation or games, suggesting that blending experience with visuals (games) is worth trying.

Entrepreneurial mind-set

step 1 - Awareness

Most of the art/creative students tend to think they can simply conquer the World with their Art, they only need to be good and the clients/admirers/followers will appear. This concept is also reinforced in the way that media present artists and creatives, there is normally an individual focus in the main artist that tend to forget the team behind the scenes.

This situation isn’t well understood by the students leading them to think that being behind the scenes means a lack of creativity and/or fail in the career. This creates an individualist since the firsts assignments which does not help them in their development as creatives and artists. To avoid this behavior we tell our students that during the education they will learn more from the college seating right besides them than from the teacher. It may seem a bit extreme, but in reality pupils share the same goal they are not competing (at least during this period) and as soon as they understand that they don’t know more than the others as soner they will be helping each other to reach that goal. Knowing people and being able to create good partnerships is one of the main keys of entrepreneurship.

- Tools for teaching and learning entrepreneurship