

The place that fits  
what you want to do.

OHIO UNIVERSITY



THE CENTER FOR  
ENTREPRENEURSHIP

# Engagement Practices in Entrepreneurship Education

Perspectives from the US

Prof. Luke Pittaway,  
Director of the Center for  
Entrepreneurship  
Ohio University

2014 Outstanding Emerging  
Entrepreneurship Program Finalist

**USASBE**

United States Association  
for Small Business and  
Entrepreneurship

The best student-centered learning experience in America

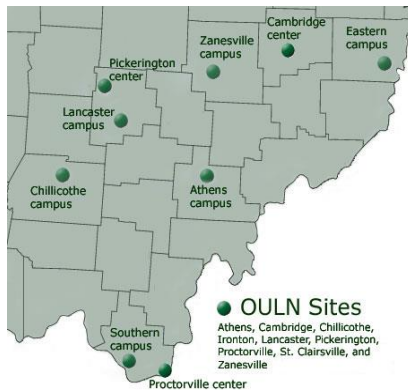


**OHIO**  
UNIVERSITY

# Brief Overview of Ohio University



- Founded in 1804
- Included in the North West Ordinance founding the State of Ohio
- Rural Appalachia SE Ohio
- 35,000+ students
- 60<sup>th</sup> amongst public national universities
- Over 1,200 faculty
- 200,000 alumni worldwide



The best student-centered learning experience in America



# Defining Engagement

- **Engaged learning** – engaged learners are responsible for their own learning, are self-regulated are able to define their own learning goals and evaluate their own achievements.
  - Passionate about their own learning
  - Can transfer knowledge between problems
  - Have the skills to work with others
  - Learning tasks are complex and multi-disciplined
  - Projects are longer and authentic, embedded within context
  - Assessment includes self, peers, mentors and those within the work/learning context

# Engagement Categorized

- **Student engagement:** developing forms of learning that assist students to become engaged learners both within and outside of the curriculum.
- **Community engagement:** working outside of the university to engage the “community of practice” relevant to the educational focus of a program.

# Student Engagement Practices

- Common forms (US/UK)
  - Internships/placements
  - Clubs and societies
  - Consulting projects
  - Venture creation internships/co-ops
  - Community service projects
  - Speakers and events

**LOOK WHO'S COMING TO OU!!**



**ALEXIS OHANIAN**  
CO-FOUNDER


Following the presentation of his latest book: *Winning the Game*

Monday, February 24, 2014  
Center for Entrepreneurship  
Quest Lecture Series  
Ohio University Campus  
Margaret M. Walter Hall Rotunda  
6:30-9:00 pm

THE CENTER FOR ENTREPRENEURSHIP OHIO UNIVERSITY

**CENTER FOR ENTREPRENEURSHIP Social!**

**Thursday, September 11, 2014**  
**7:00-8:00pm**  
Baker University Center - Community Room 242




WHO: All Entrepreneurship club leaders




Entrepreneurship come!  
Entrepreneurship fellow and major entrepreneur here!


OHIO UNIVERSITY

**Cameron Mitchell**  
President and Founder of Cameron Mitchell Restaurants

**Monday, November 18<sup>th</sup> at 6:30 PM**  
Baker Center Theater (BUC220)















*Open to all Ohio University students, faculty, and staff!*

OHIO UNIVERSITY Presented by the College of Business in partnership with the Voronovich School of Leadership and Public Affairs.

# Professional Clubs

- COB 30 clubs
- Princeton Review
- Range of clubs
- Professional rather than social
- Employment opportunities and value



The best student-centered learning experience in America



OHIO  
UNIVERSITY

# Competition Landscape

- Business plan
- Pitch competitions
- Case competitions
- Business model
- Innovation challenge
- App/Hackathons



The best student-centered learning experience in America



# Classroom engagement

- International immersion projects
- Certificates and minors
- Summer boot camps
- Accelerators
- Businesses within the curriculum
- Student-run businesses for credit
- Strategic consulting relationships
- Peer mentoring and assessment





# Outside of the curriculum

- Learning communities/halls of residence
- Visits and shadowing
- On campus marketplaces
- Student advisory boards
- Virtual marketplaces
- Start-up weekends



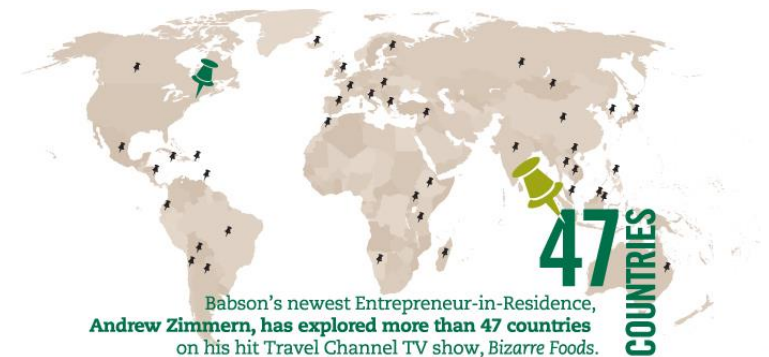
# Availability of Capital

- Branded crowdfunding platforms
- Micro-lending
- Seed grants
- University business angel networks
- University-backed venture capital



# Community Engagement

- Entrepreneurs in residence/fellows
- Advisory councils
- Alumni networks and events
- Development efforts
- Mentoring networks



The best student-centered learning experience in America



OHIO  
UNIVERSITY

# Community Engagement

- Client consulting projects
- Community engagement projects
- Incubators and accelerators
- Training and executive programs
- Action research centers
- Science parks



The best student-centered learning experience in America



# Summary

- Engaged learning requires
  - Complex problem-based tasks
  - Student-centered learning
  - Multi-disciplined teams
  - Authentic learning experiences
  - Engagement with the targeted community of practice
  - Innovations in teaching and learning