



*Seek first to understand  
then to be understood.*



# The researchers





What do **YOU** consider effective  
Entrepreneurship Education?



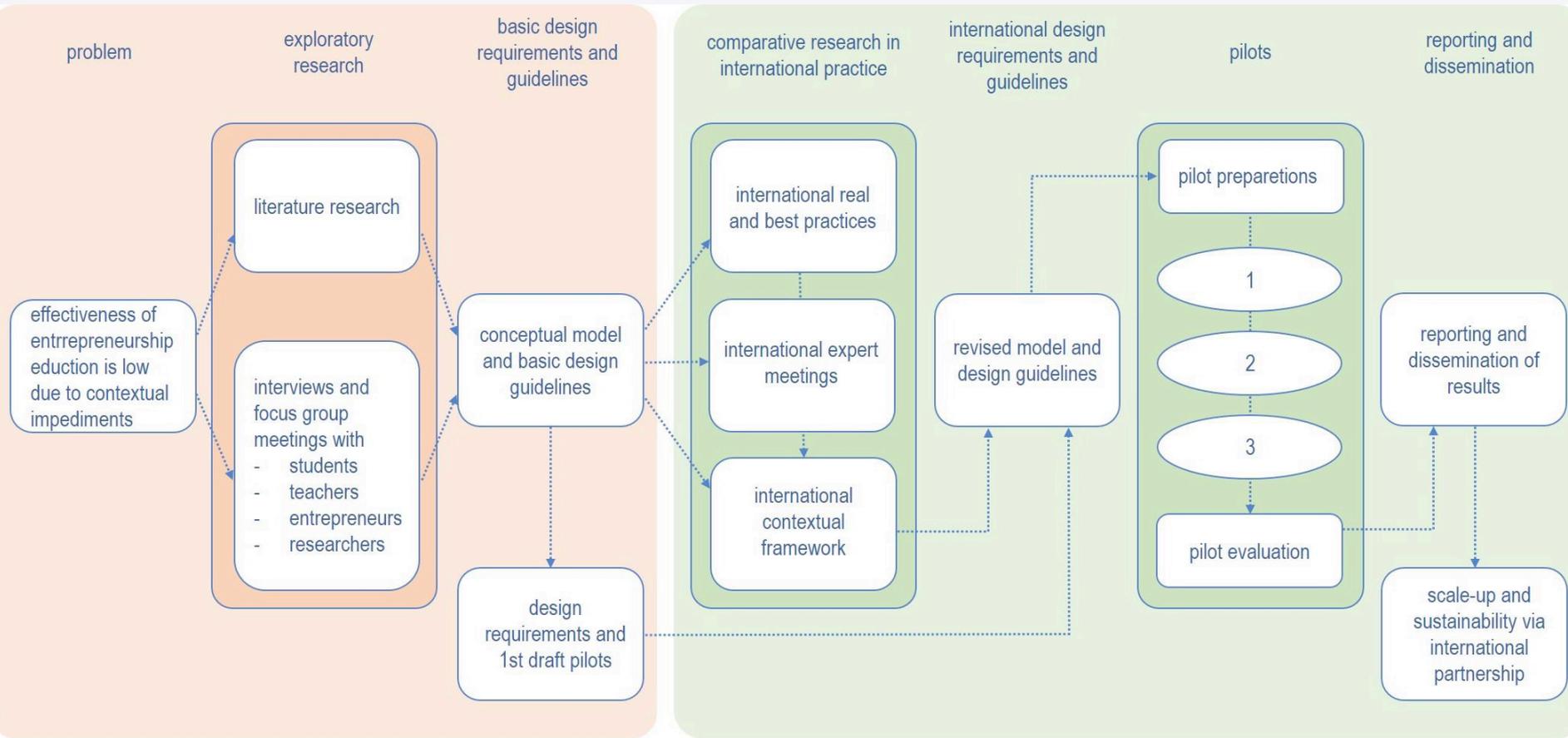
Problem definition:

## How to make students more entrepreneurial?

According to literature, context-based Entrepreneurship Education (EE) should result in higher effectiveness of EE.

There's a lack of (international) empirical research & operational design guidelines for context- based EE.

# Design Based Research (concept)



# Complexity of EE design



Current practice

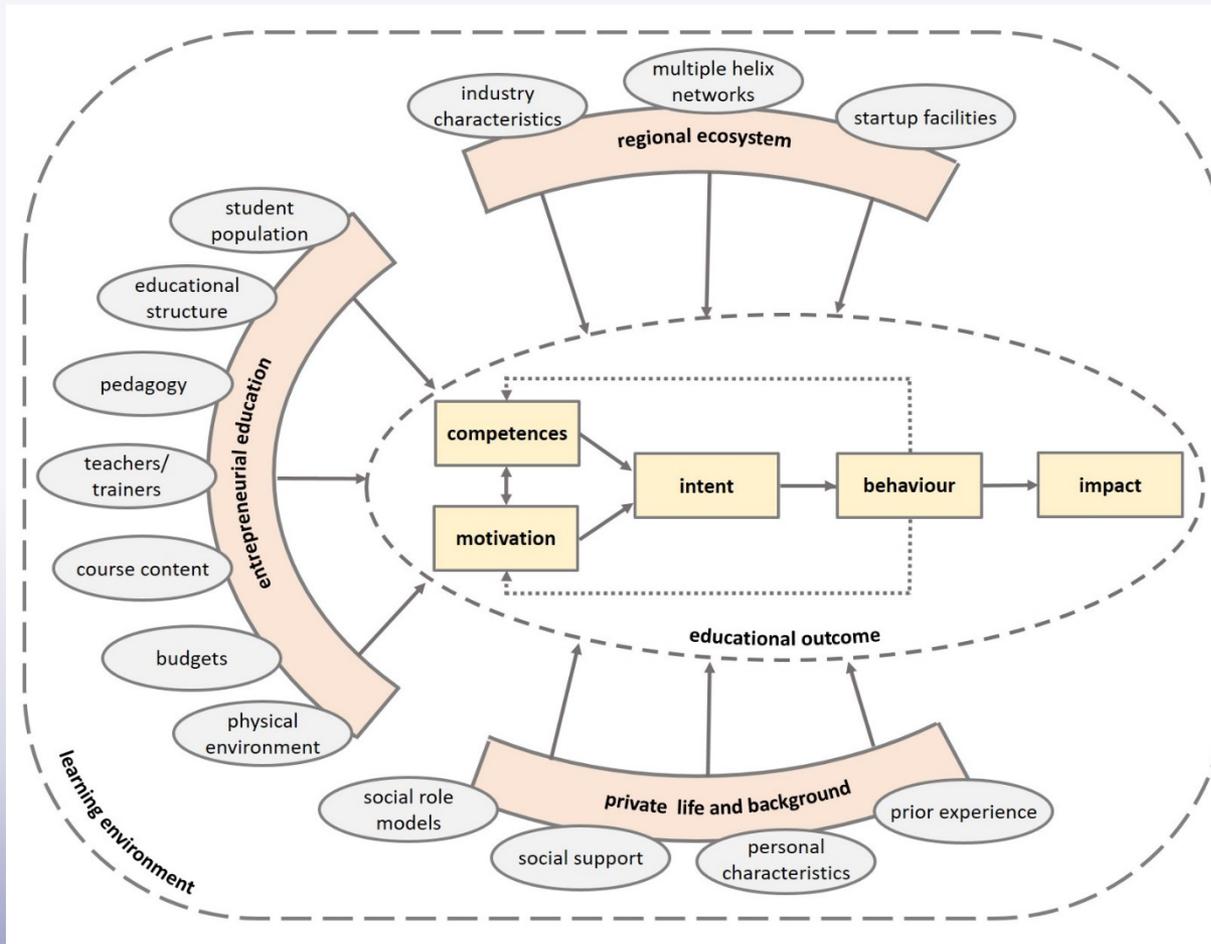


According to literature



Desired practice

# Conceptual model version 1.0





# Open ended interviews (preliminary research)

- 12 students
- 13 teachers
- 12 entrepreneurs
- Total of 37 interviews



# Some of the main interview questions

- When do you consider EE effective?
- What according to you helps a student to start his own company
- What according to you helps a student to show entrepreneurial behaviour?
- How can companies and organisations contribute to more effective EE?



# Assignment

Which differences do you expect between students, teachers and entrepreneurs on what they consider to be effective EE?

What do you consider key factors for effective EE?



# Results: effective EE

Starting a company; a successful company

VS

Entrepreneurial behaviour & personal development (transformation) and : self knowledge of ambition, motivation and competences



# Results: effectiveness

Entrepreneurs find the entrepreneurial education not very effective (3.3), whereas the lecturers (2.7) and students (3.0) are more positive

	Entrepreneurs	Lecturers	Students
Freq	12.0	13.0	12.0
Mean	3.3	2.7	3.0
Median	4.0	2.5	3.0
Mode	4.0	2.0	2.0
Std	1.2	1.0	1.3
Var	1.3	1.0	1.7
Min	1.0	1.0	1.0
Max	5.0	4.5	5.0



# Results: keys to success

- Flexibility and support system (e.g. incubators)
- Variety in didactical methods
- Context-based and experiential learning
- Engagement of private network and ecosystem



# What are main differences?

## Students

- Do not recognize EE which is not explicitly labelled EE
- Role models *private*
- *Need for validation*
- EE from 1st year on: inspiring + validation + supportive
- Less rigid education system; flexible + making mistakes
- Average age: 23

## Entrepreneurs

- Dare to be more critical to students (critical friend)
- Frustrated by rigidness of education system
- Professional, practical products
- Average age: 52 years, average of 20 years experience

## Teachers

- Overrate impact of EE
- Expect entrepreneurs to lobby for practical assignments
- Average age: 41



# Let's share!

## Your first reactions & questions

- Do you recognize these results?
- What could be the impact of these results for further research?



Do you want to participate:

**feel free to contact us!**

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