



# Teaching Entrepreneurship: A Practice-Based Approach

By Heidi M. Neck, Patricia G. Greene, Candida G. Brush

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*'Of course, entrepreneurship can be taught, and this book shows how. Using scholarly research as the foundation, the authors have crafted a set of practices to foster entrepreneurial thinking that should be incorporated in all courses across the entire curriculum.'*

- Tina Seelig, Stanford University, US

*'Teaching entrepreneurship is really a challenge to educators around the world. Although much has been written about this topic, we are still searching for new methods and practical tools. This book is an important contribution to this issue, and I am sure that it will help educators to improve their classes and to engage their students.'*

- Tales Andreassi, FGV-EAESP, São Paulo, Brazil

*'The arguments presented in this book will undoubtedly contribute significantly to increasing the legitimacy of entrepreneurship education as a practice-based method. This is partly due to the renowned reputations of the three authors, but more so because the contents speak so clearly to various forms of experiential education common within our field of practice. The care taken to assemble these splendid ideas can be matched by the reader's deep consideration of how these arguments should be applied by every individual entrepreneurship educator. Every dedicated educator will benefit from this book.'*

- Colin Jones, University of Tasmania, Australia

*Teaching Entrepreneurship* moves entrepreneurship education from the traditional process view to a practice-based approach and advocates teaching entrepreneurship using a portfolio of practices, which includes play, empathy, creation, experimentation, and reflection. Together these practices help students develop the competency to think and act entrepreneurially in order to create, find, and exploit opportunities of all kinds in a continuously changing and uncertain world.

Divided into two parts, the book is written for those educators who want their students to develop a bias for action and who are willing to explore new approaches in their own classrooms. A set of 42 exercises with detailed teaching

notes is also included to help educators effectively teach the practices in their curriculum.

Entrepreneurship educators will find a great deal of useful knowledge in this volume, which provides relevant, targeted exercises for immediate application in the classroom.

**Contents:** 1. Teaching Entrepreneurship as a Method that Requires Practice The Practices of Entrepreneurship Education: The Theory 2. The Practice of Play 3. The Practice of Empathy 4. The Practice of Creation 5. The Practice of Experimentation 6. The Practice of Reflection The Practices of Entrepreneurship Education: The Application 7. Exercises to Practice Play 8. Exercises to Practice Empathy 9. Exercises to Practice Creation 10. Exercises to Practice Experimentation 11. Exercises to Practice Reflection 12. A Final Note: The Practices Support Accreditation Index

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**Teaching Entrepreneurship: A Practice-Based Approach By Heidi M. Neck, Patricia G. Greene, Candida G. Brush Bibliography**

- Rank: #520594 in Books
- Published on: 2014-08-29
- Original language: English
- Dimensions: 9.25" h x 6.25" w x .75" l, 1.16 pounds
- Binding: Paperback
- 352 pages



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### **Editorial Review**

#### **Review**

'This book, written by experienced teachers of entrepreneurship in lucid language, becomes an authoritative sourcebook for learning entrepreneurship with a set of useful exercises to practice. It can be recommended for graduate programmes of entrepreneurship and science and technology studies.' -- Science and Public Policy

#### **About the Author**

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**Patricia G. Greene**, Ph.D., Paul T. Babson Chair in Entrepreneurial Studies, Babson College, US and  
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