

Developing students' (sustainable) entrepreneurial mindset and some ideas for its assessment:

what can we learn from the best entrepreneurship educators?

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INTRINSIC project

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preview

- Shameless introduction
- Mindset –what IS it, really?
- Basics
- Keys from Practice
- Assessment
- Opportunities
- Research thoughts
- INTENSE discussion ;)





**KEEP
CALM
AND
RESEARCH
ON**



Who am I? :)



- **Educator**

- 6 national, 2 global awards
- Renegades MOOC
- EPIC! [<https://heinnovate.eu/en/user/login?destination=epic/dashboard>]

- **Scholar**

- <https://scholar.google.com/citations?user=5sTGhBsAAAAJ>
- Neuroentrepreneurship?

- **Ecosystem builder**

- Kauffman ESHIP project [www.bit.ly/ESHIPgoals]

(and gets to hang out with most of the great thinkers & doers in the #ented world!)

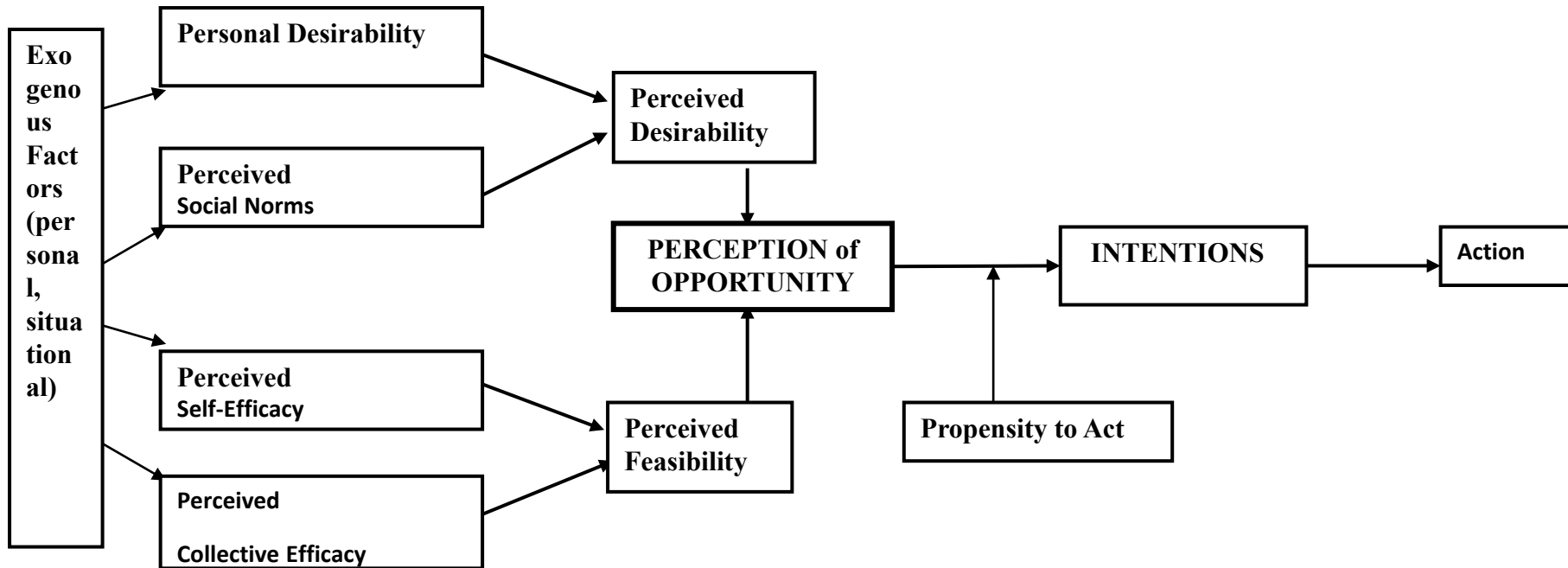


Figure 1. Intentions Model (adapted from Shapero, 1982; Krueger & Brazeal, 1994; Krueger, 2000)

What IS the mindset?

- **Deep cognitive phenomena** – not always observable directly (*scripts, schemas, maps, etc.*)
- **Facets surfacing in the literatures:**
 - Uncertainty/ambiguity tolerance
 - Action orientation
 - “Dot connecting” (cognitive flexibility)
 - Resilience to adversity (Seligman’s learned optimism)
 - Self-regulation
 - Cognitive complexity?
 - Entrepreneurial self-efficacy? (relates to skills?)
 - Grit?
 - Role identity! (EI?)

(but ask me about... project-based learning?)

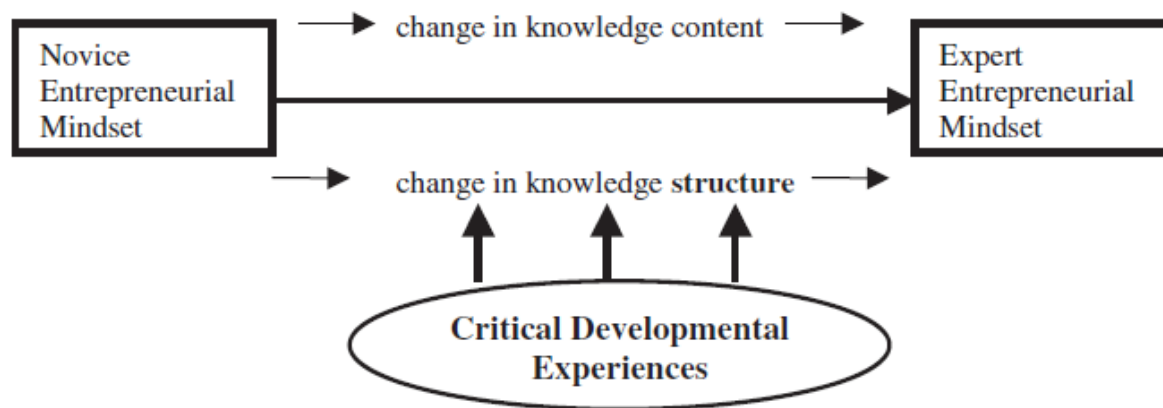
AND where does sustainability fit in here?????

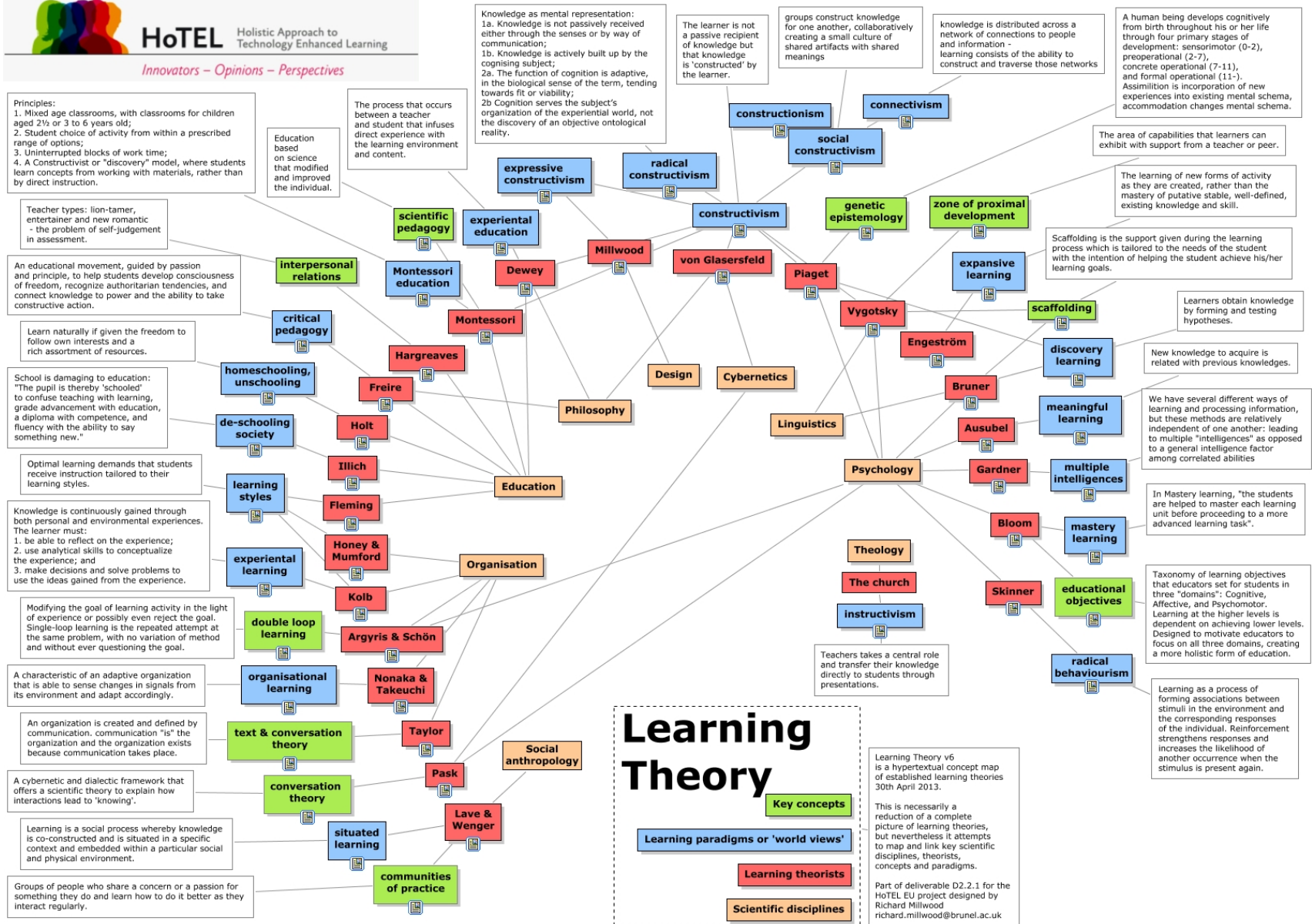


Mindset: Constructivism > Behaviorism

- www.bit.ly/ETP2007
- <http://www.oecd.org/cfe/leed/Entrepreneurial-Education-Practice-pt1.pdf>
- Colin Jones' book *Teaching Entrepreneurship*
- <http://www.oecd.org/cfe/leed/Entrepreneurial-Education-Practice-pt2.pdf>

Constructivism and Entrepreneurial Cognitive Development





Microfoundations?

- Or emergent? Dominant models?
- (Or both?)
- How might we research this?
- Research it **skillfully**?
- Start thinking on this!





Proven practices

- OECD projects, e.g., Entrepreneurship360 What did every showcased program share?

- 1) Deep co-immersion with entrep community
 - 2) Student-led, **student DESIGNED**
 - 3) Rigorous, regular **evaluation** [unfair edge? [EPIC!](#)]
 - 4) **Professional educator(s)** leading [unfair edge? forthcoming Renegades MOOC!]
- Bonus)** Regular, deep reflection.

- Key whitepapers: [Penaluna](#), [Krueger](#), and [Lackeus](#)

“Students Are Our Secret Weapon”

- Incredibly powerful
- Fits with gold standard project-based learning
- Hands-on = easy; Truly experiential = difficult
- Also... not terribly well researched (more later!)



Other tested ideas...

- **Convenor/*liaison-animateur*:** [*Orkestra*]
 - *Stakeholder mapping* [[how-to](#)]
 - *Global EIR program!* (craig@globaleir.org)
- **Supporter:** Startup Weekend, Startup Grind...
- And... **Educator!** Engaging students:
 - [TEAMS](#) [PBL!]
 - [ScaleUp Alberta](#)
 - [Chalmers](#)! (*Be Sweden???*)



Be EPIC? (assessment)



- EEEEPHEIC -> EPIC
- Assessment tool
<https://heinnovate.eu/en/user/login?destination=epic/dashboard>
- www.bit.ly/EEEPHEIC1
- Knowledge
- Skills
- Mindset
- Behavior
- Stakeholder desiderata
- **POC:** NK or Dr. Gabi Kaffka g.a.kaffka@uu.nl







BKO? AACSB? And...

- AACSB?
- Dutch BKO model
- Higher Ed Academy model / UK teaching quality metric, parallel to research quality



Role of ecosystems

We know that:

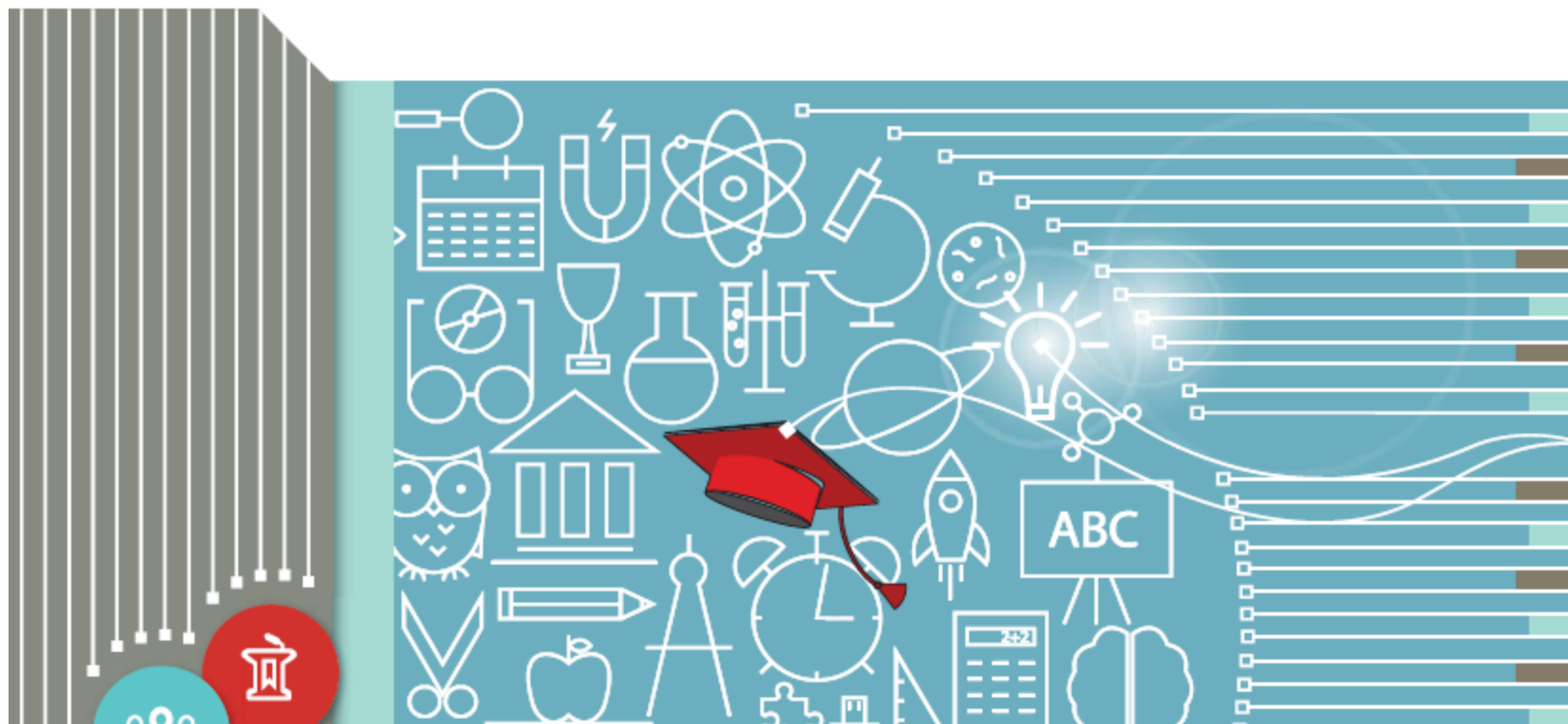
- **ecosystems matter for entrepreneurship**
- **Entrepreneurship matters for ecosystems**
- **OECD study on Netherlands:**
www.bit.ly/OECDdelta
- **ANBP:** <https://www.startusupnow.org/>





OECD Skills Studies

Supporting Entrepreneurship and Innovation in Higher Education in The Netherlands



Research Thoughts

- AMLE findings
- WEIRD?
- Existing data sets like GUESSSS
- So what do YOU think?



My own thoughts

- Why are universities so bad at entrepreneurship, compared to what they could be doing? (What's the political economy around this? Role of the entrepreneurship ecosystem?)
- Microfoundations, emergent phenomena, both?
- Impact of different inputs on different outputs? a/k/a How might YOU use EPIC as a tool?
- Field experiments re entrepreneurship educators
- Scam, er, lure OECD to study your area?



What have I missed?

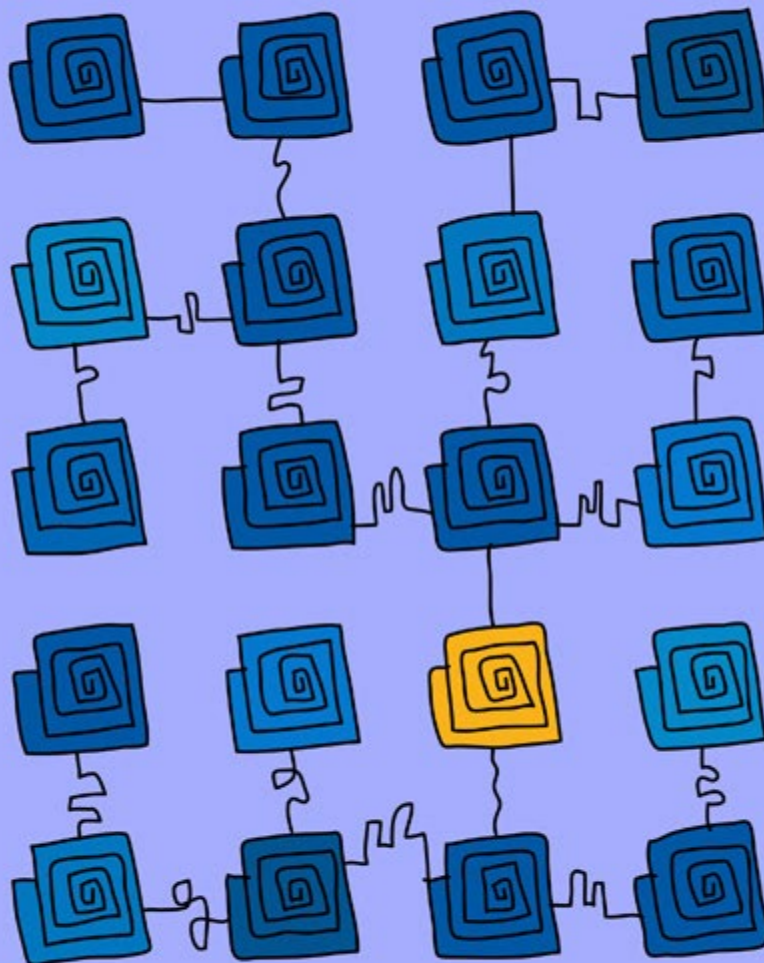
- Contact me! Norris.Krueger[at]gmail.com
- www.norriskrueger.com/my-last-12-months ;
blog: www.bit.ly/NKblog2a
- [LinkedIn](#), [Twitter](#), [Facebook](#) (happy to connect)
- +1 208 440 3747 (mobile & WhatsApp)



you are cordially invited....

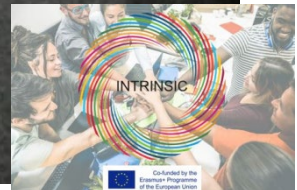
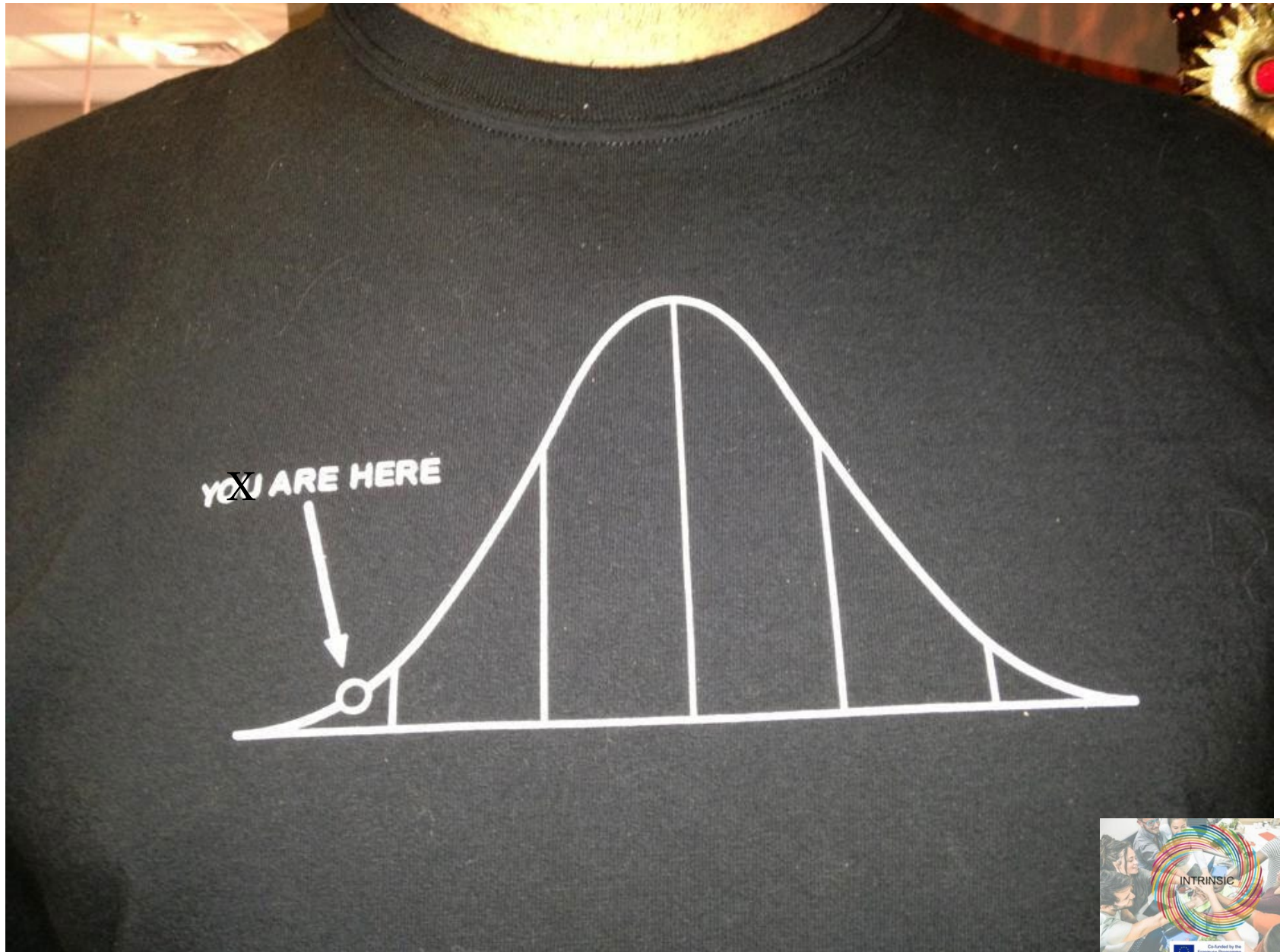
- Ewing Marion Kauffman Foundation's **ESHIP** initiative
– focus on ecosystem building as a profession and
thus on ecosystem builders www.bit.ly/ESHIPgoals -
good place to start!
- **International Council for Small Business**
- **Team Renegades** (convo on twitter, FB)





COLLABORATE
WITH THE BEST.

That's you! ;)



A manifesto?

Every entrepreneurship learner deserves our best. We know what to do (and know that there is much more we can learn).

Every entrepreneurship learner deserves:

- The **best pedagogy** (which may not be pedagogy)
- The **best educators**
- The “**best**” learners
- The **best assessment**
- The **best ecosystem**
- The **best research**