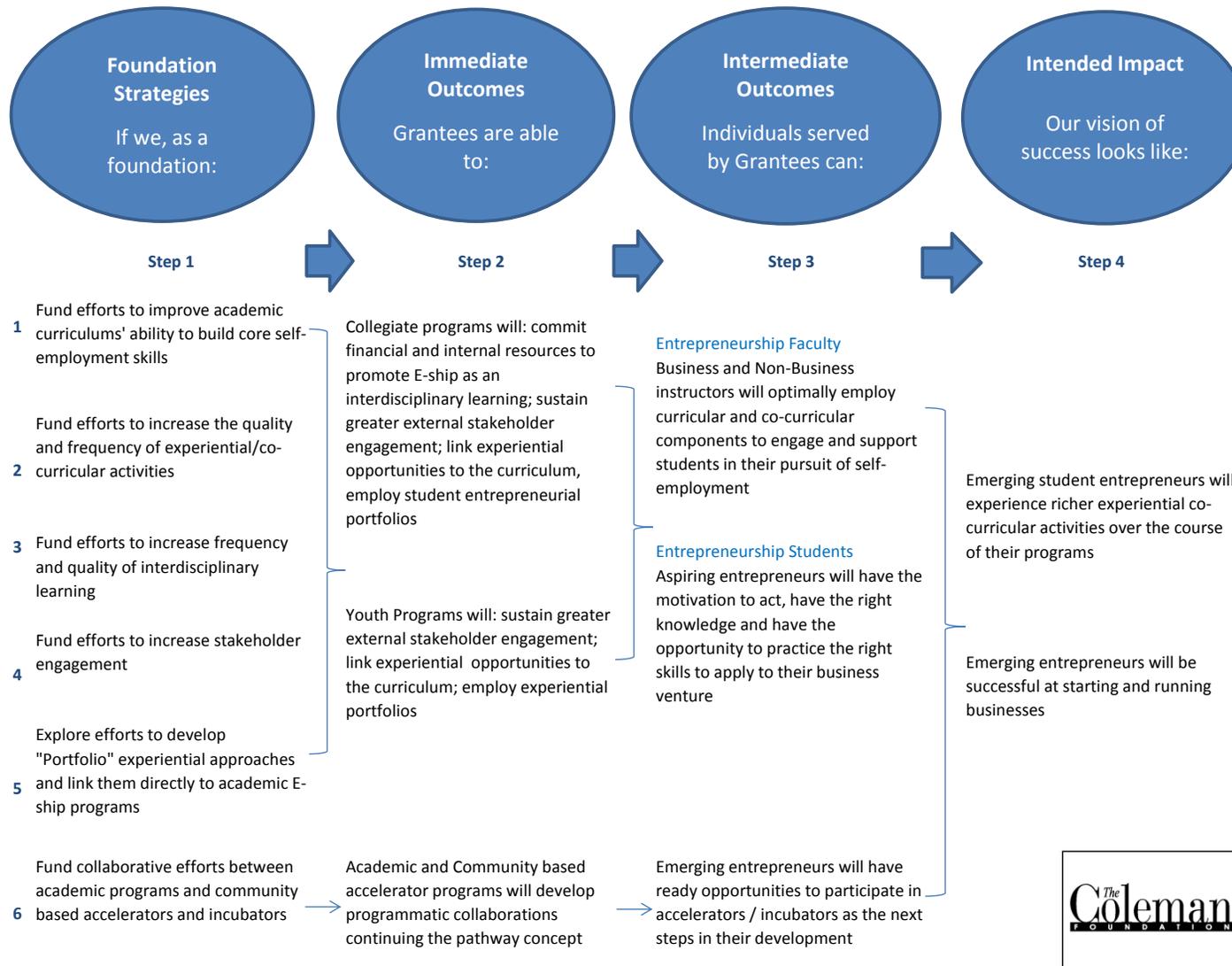


Coleman Foundation 2012 Entrepreneurship Education Impact Plan



Definitions:

Core skill development could include: Vision, Opportunity Recognition, Network and Team development, Financial Management, Marketing, Technology utilization, Sales, Leadership

Experiential / Co-curricular activities: Direct quality time with Business owners, Mentorships, Internships, Incubation/Acceleration, Alumni engagement, Entrepreneurs in residence, Opportunities to practice applied skills

Interdisciplinary: interdepartmental, cross campus student activity and faculty collaboration including Fellows models

Stakeholders: faculty and administration, community supporters, practitioners, alumni

Entrepreneurial portfolio: A proactively developed set of experiential learning opportunities that engage students with entrepreneurs and the self-employment experience which are linked to the curriculum as per attached example

Entrepreneurship Experiential Portfolio

Experiential Education

- Experiential education describes the process of infusing direct experience with the learning environment and content and engaging learners in direct experience and focused reflection in order to increase knowledge, develop skills and clarify values.
- Experiential education informs many educational practices underway in schools (formal education) and out-of-school (informal education) programs.
- Experiential education serves as an umbrella for linking many diverse elements into a coherent whole.

Michael Morris, Head of the School of Entrepreneurship at Oklahoma State (OSU) employs a portfolio concept to guide the way in which they manage experiential learning. The goal is for students to be able to present a portfolio of entrepreneurial achievements at the time of graduation.

Entrepreneurship Experiential Portfolio

- Embeds experiential learning into the entrepreneurship curriculum
- Requires courses to have an experiential learning component.
- Represents real and practical preparation for an entrepreneurial career.

The portfolio approach involves continual experimentation. Opportunities at OSU currently include:

- Idea diaries
- Technology commercialization projects
- Venture simulations
- Entrepreneurial audits
- Business models
- Business plans
- Adopt-a-firm
- Consulting projects
- Marketing inventions
- Student incubator
- Mini-cases and full cases
- Students teaching entrepreneurship in high schools
- Role plays (VC's, family firms, etc.)
- Creativity field experiences
- Entrepreneurs in the classroom
- Interviews of Entrepreneurs
- Entrepreneurial internships
- Mentorships and job shadowing
- Study abroad ---working with entrepreneurs in South Africa
- Social entrepreneurship projects in the community

Morris notes, "These opportunities are then linked to the curriculum. For example, the business model is required in the 'Intro to Entrepreneurship' class, while the entrepreneurial audit is utilized in 'Corporate Entrepreneurship', and adopt-a-firm is employed in the 'Growing Small and Family Firms' course. The business plan, featured at many universities, is only used in one of the courses, and this comes near the end of the program.