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**Can Entrepreneurship be taught?
...is the wrong question**

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Can entrepreneurship be taught?

“If you want to teach people to be entrepreneurs, you can’t”.

(David Birch, 2004)

“The entrepreneurial mystique? It’s not magic, it’s not mysterious, and it has nothing to do with the genes. It’s a discipline. And, like any discipline, it can be learned.”

(Peter Drucker, 1985).

Can entrepreneurship be learned?

- Luck or skill?
- Success breeds success in entrepreneurship
(Gompers et al. 2006)
- Portfolio entrepreneurs are most successful
(Westhead et al., 2005)
- Even a small amount of prior experience pays dividends
(Eesley and Roberts, 2006)

So entrepreneurship can be learned

- Exploration and experimentation has its benefits...
- Experiential learning helps you to learn how to learn – and therefore to learn faster from new situations
- But it helps if you know the territory, such as the industry or the location

Is entrepreneurial learning “a slow and incremental process that evolves throughout their professional lives” (Politis, 2005)

....or can it be fast-forwarded?

How and what are they learning?

Intuition: The ability to instantly recognise patterns and their significance (Simon, 1987)

Tacit Knowledge: “The observance of a set of rules which are not known as such to the person following them”...lies behind “any skilful performance” (Polanyi, 1962)

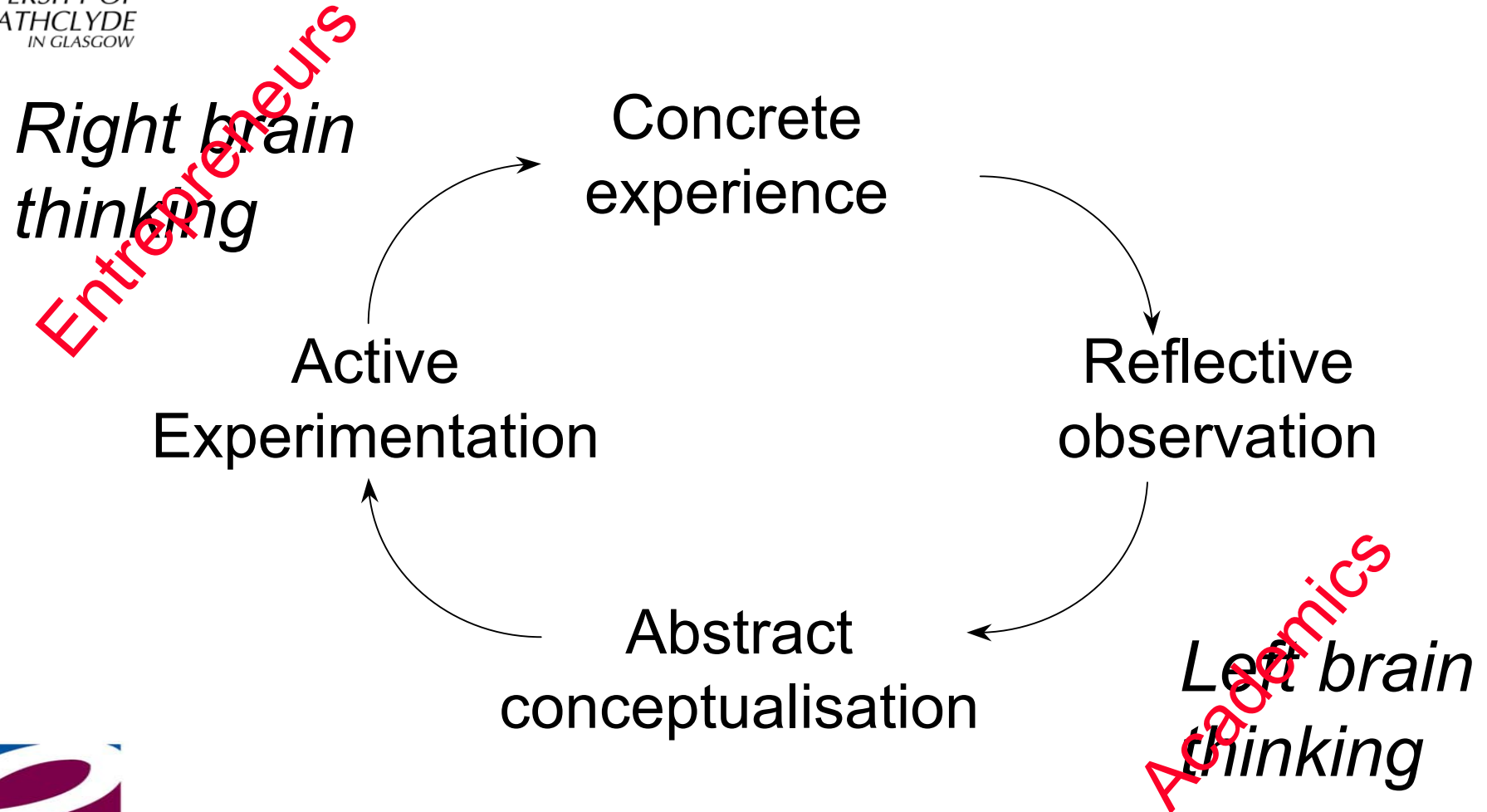
How do entrepreneurs learn?

...and how can their learning be facilitated?

Can we fast-forward the natural process of learning-by-doing?

- The Kolb learning cycle
- Right brain versus left brain
- Action versus reflection

The Kolb Learning Cycle

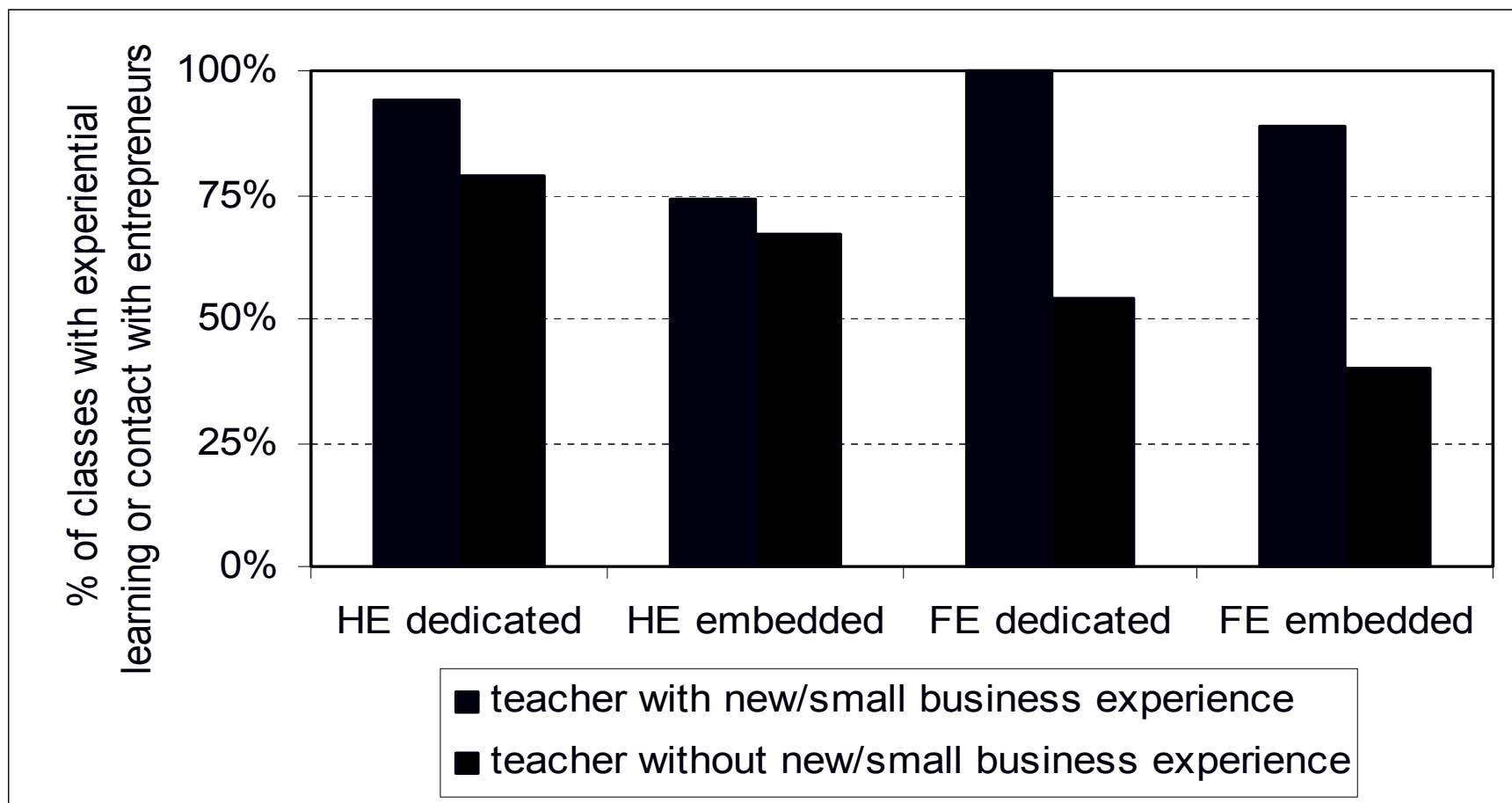


Source: Kolb, 1984, Nieuwenhuizen and Groenwald, 2004

Entrepreneurship Theory in Practice

- Experience and practice it
- Reflect and build models
- Experience again
- Repeat

Experiential Learning and Teachers' Experience



Experiential learning and psychological ownership

- Case studies
- Presentations by entrepreneurs
- Simulations
- Internships
- Business Plan writing

Psychological ownership is key to enhanced student learning

(Wood, 2003)

~~Written~~

“The trouble with ~~Business~~ Plans”...

- Planning and writing plans are *not* the same.
- In new venture creation, it is the combination of planning and adaptation that is critical.
- Written business plans reinforce the idea that ventures are conceived, are born and grow.
- They don't. They evolve.

From Business Plans to Business Shaping

- Engaging with potential stakeholders
- Shaping business concepts
- Engaging again
- Shaping once more
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