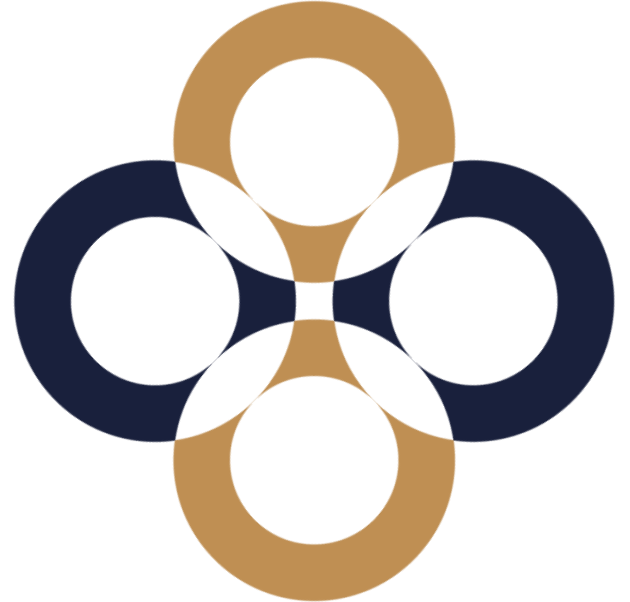


Balancing and connecting theory and practice in entrepreneurship education

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Theory and practice

- Theory: Value added a university can provide
- Practice: where problems should be solved
- Theory without practice: Students may lose connection with real management issues.
- How can we apply theory on practice? Providing an analytical framework + Identifying and solving key management problems.
- The method presented here is currently used at master level and in English language education programmes.

Find your own (real) case for analysis

- Case studies (examples generated by the students)
- There are two options:
 - Bring in your own business (start-up) idea.
 - Find an operating business or development project
- Guidelines for the selection are given, like do not take a company or project in a very early stage, or do not select an established company.
- Finding an interesting case is part of the job.
- The case does not have to be a success story.
- We discuss the selection with the students

First round

- The goal at this stage is understanding the firm or the project and identifying the decisive management problems with the class and the teacher.
- There are designated contributors in the class for each presentation to initiate discussions and asking questions.
- Students are not supposed to be able to answer all questions at this stage. Unanswered questions will be discussed in the second round.

Second round

- By the beginning of the second round of the presentations the students will have listened to the theoretical lectures.
- Guidelines are provided to the students for the second-round presentations, and they are required to address all the points. These include among others the description of the value proposition of the firm and the detailed analysis of the business model.
- Students are expected to provide their opinion on the open management problems of the firm, and if they invested in the company and provide a convincing argument to support their decision.

The goal of the second presentation

- Providing an objective analysis like one for preparing an investment decision.
- Students are not required to „sell” the firm or the project.
- They must answer the question if they invested in the firm or project.
- All cases presented by the students are part of the teaching material. Practice is brought into the classroom, and theory is tested by the quality of second round presentations.
- Theory and practice are connected, and hopefully balanced as well.



**Thank you for
your attention!**

