

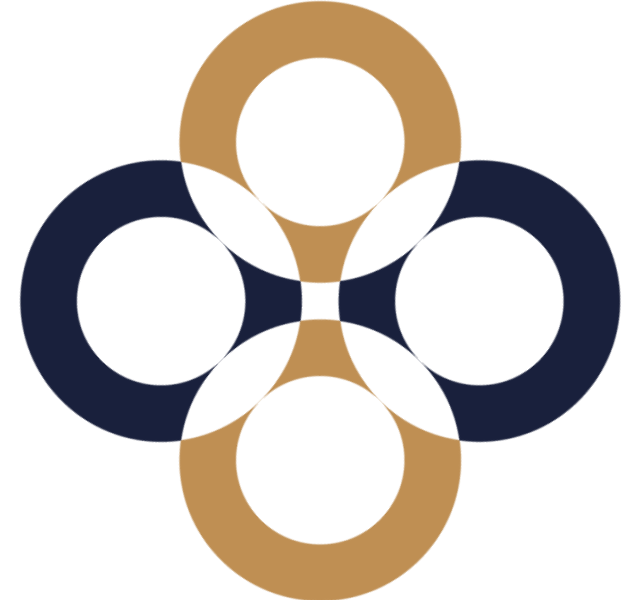
Teaching Entrepreneurship with different methodology

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Evolution of the last 20 years in our methodology

standard frontal teaching

practice-oriented classes

participant-centered learning

blended learning (mirrored class)

hybrid teaching (future?)

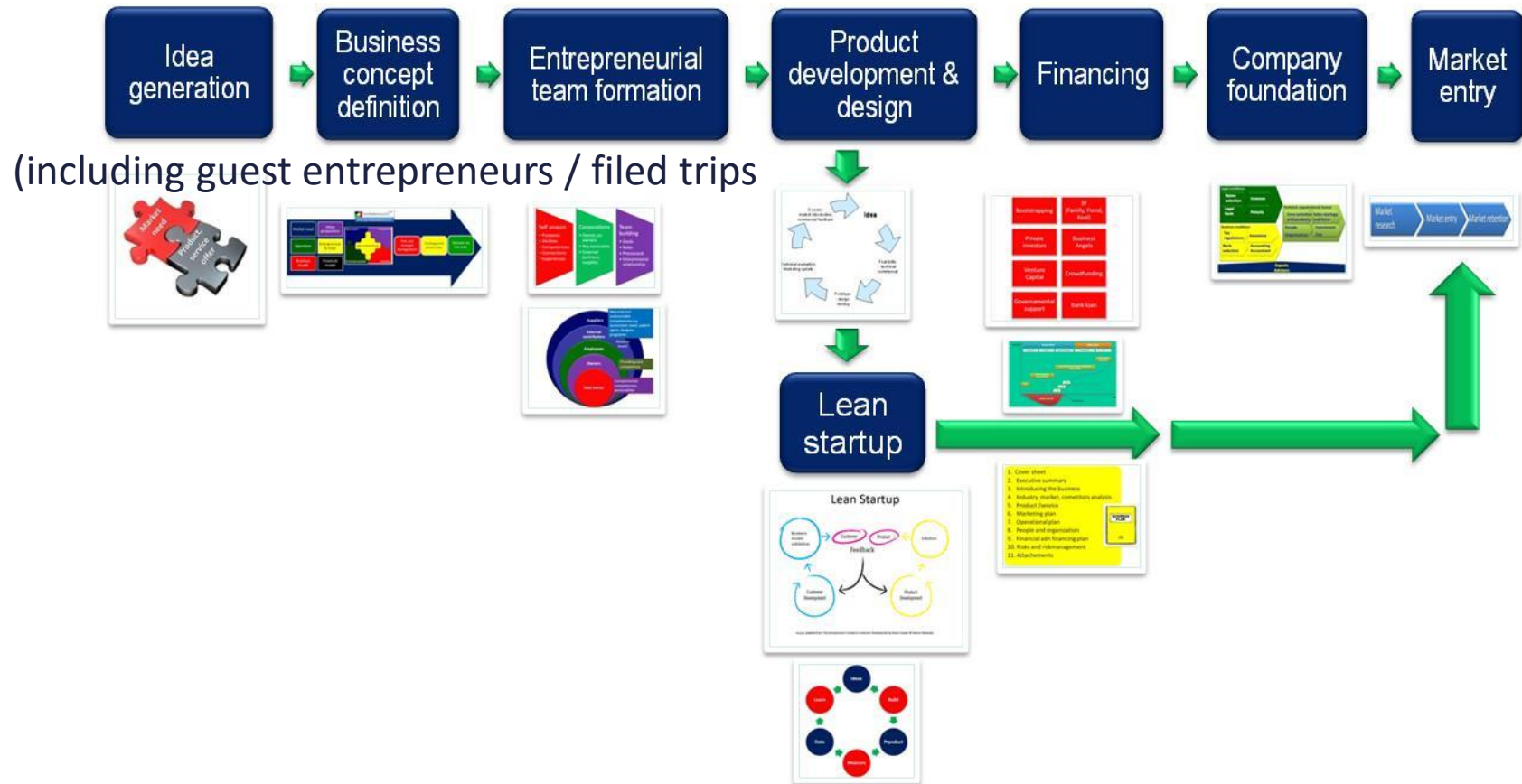
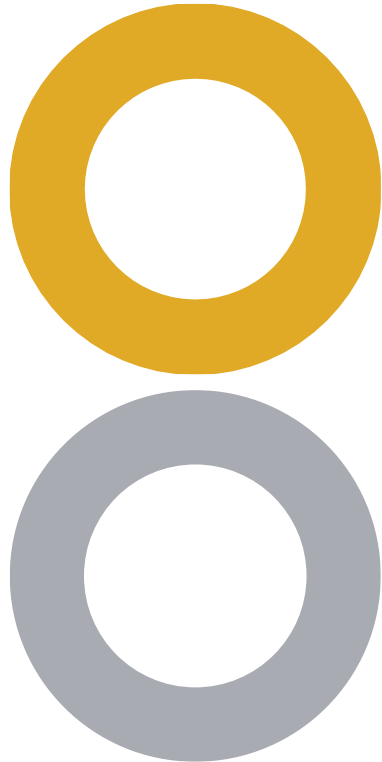
Traditional frontal class



- Pros:
 - high level lectures, by fantastic professors
 - reach out many students
 - offline regular personal classes
- Cons:
 - students more listen rather than talk
 - Less involved in education

including guest entrepreneurs / filed trips!

Practice oriented classes

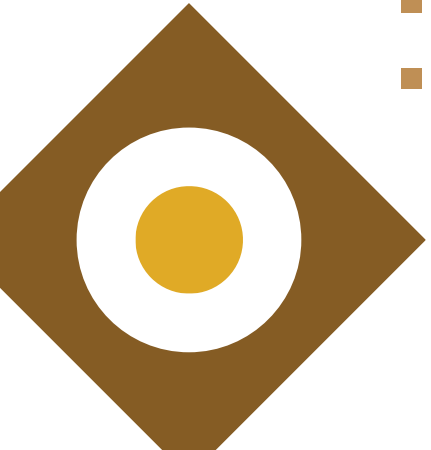
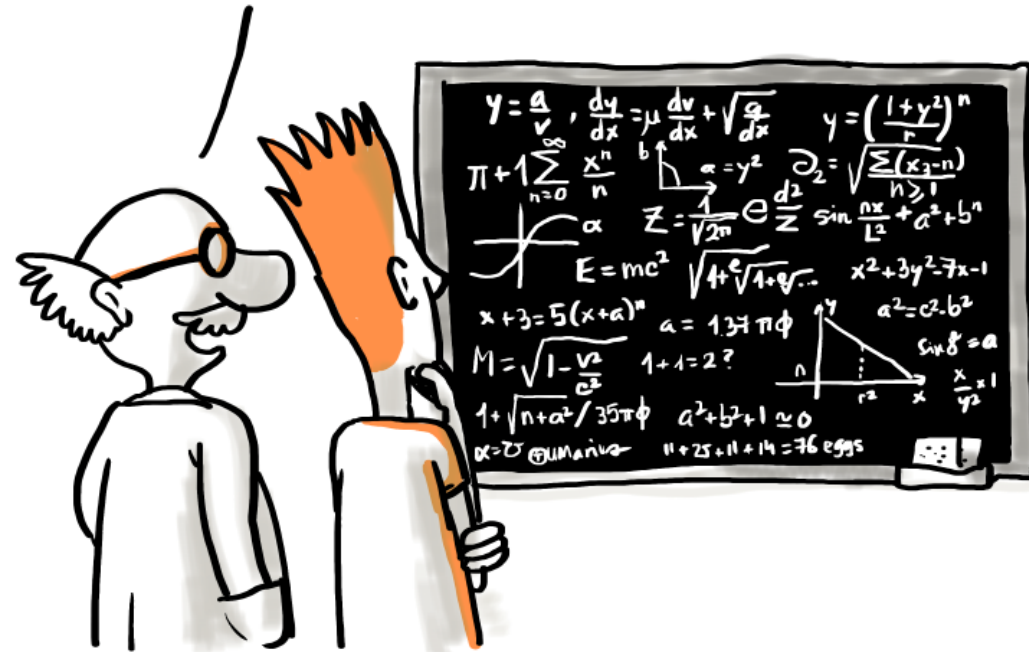


Participant-centered learning

- Pros:
 - Case studies need student preparation
 - More assignments helps developing skills

- Cons:
 - Lot of effort from professors
 - Good local case studies needed

Don't worry,
entrepreneurial math
is much simpler.
If the LTV does not equal
3 times the COCA,
none of this matters!



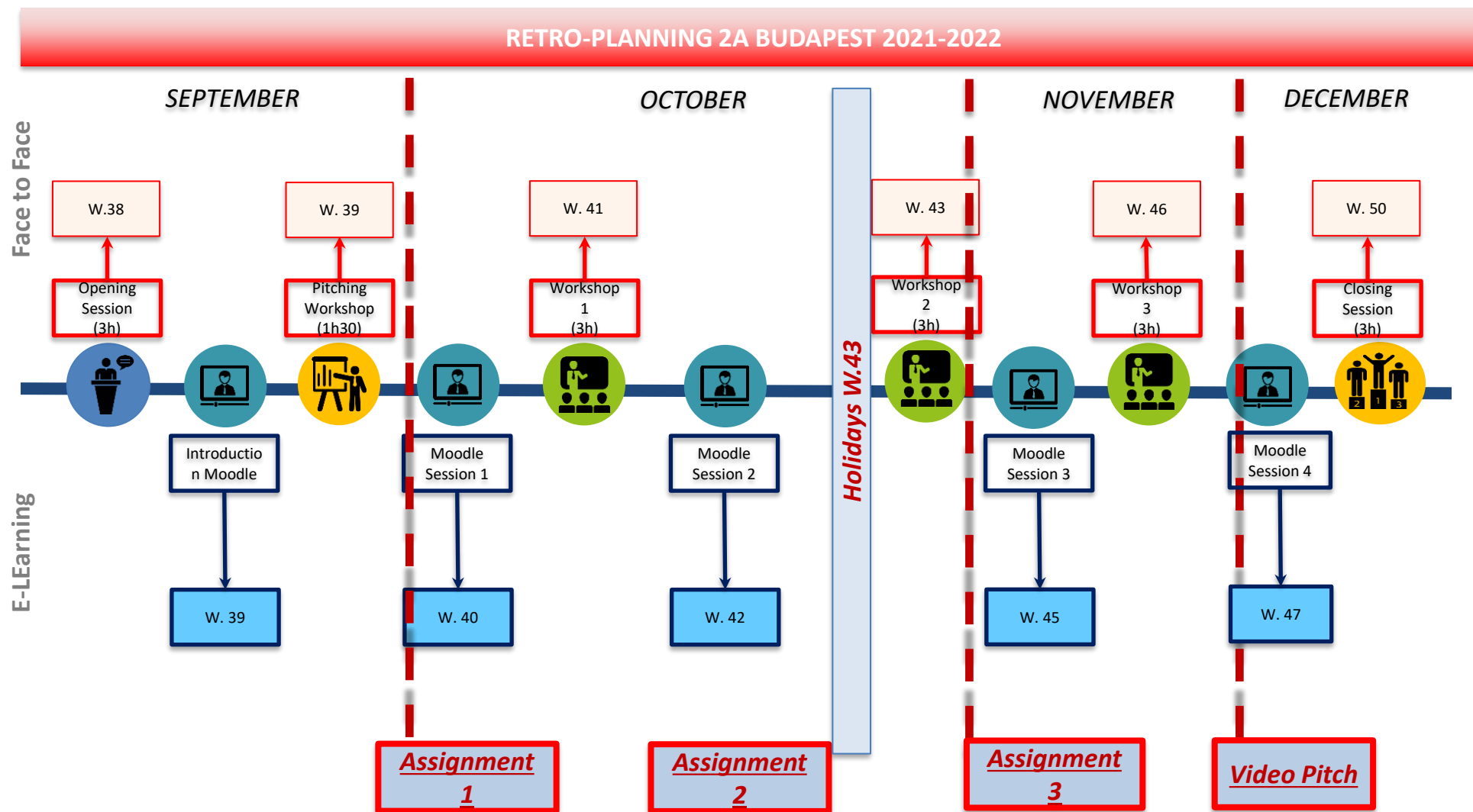
BLENDED LEARNING • Pros:



- + standard quality of course
- + professor only has a role of mentor
- + MCQ and assignments force continues study

Cons:

- less contact with students
- boring long videos
- only teams can develop and renew course material



Future possibilities

Combining best practices

Using good case studies

Invite local heroes

Creative challenges

Competitions

Thank you!