

**THE EDUCATION
COLLABORATIVE**

2023 June Convening

**Entrepreneurship Curriculum: The
Methodology of Teaching**

Facilitator/Speaker/Panelists Details

Dr Anthony Nwosu

Pan-Atlantic University, Lagos, Nigeria



Session Outline

- Introduction
- Entrepreneurship
- The PAU Model – Program Structure
- The PAU Model – Pedagogical Approach
- Teaching vs. Training
- The PAU Model – Impact/Outcomes
- Demo Day Pictures
- Closing

Introduction

Objectives:

This session will explore the best practices and approaches for teaching entrepreneurship to students.

At the end of the session participants will:

- 1) be exposed to tested and proven methods that Pan-Atlantic University (PAU) has used to advance entrepreneurship learning and outcomes.
- 2) Gain insights into the process of designing and implementing effective entrepreneurship curricula that can prepare students for success in the real world.

Entrepreneurship

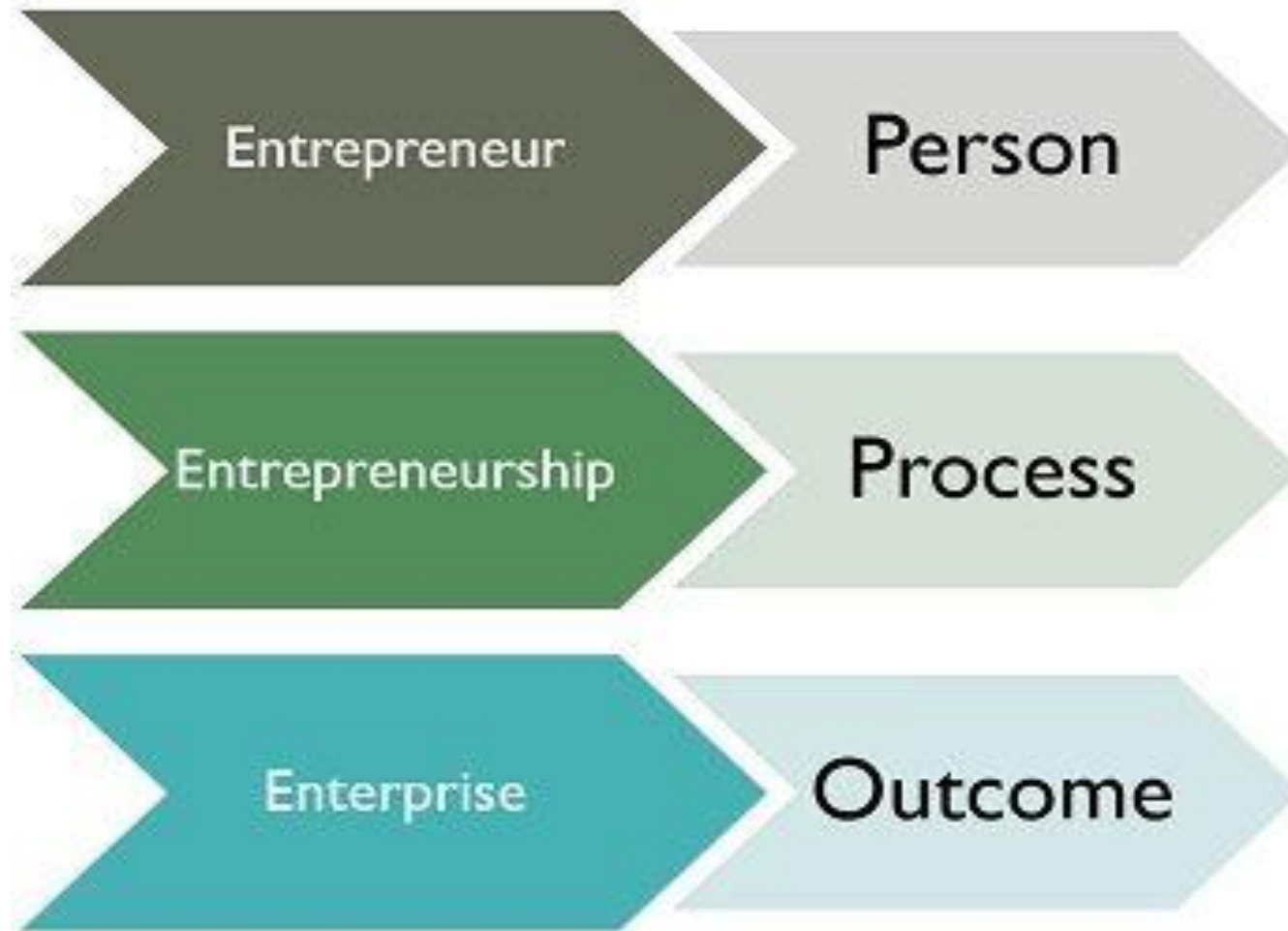
It is all about problem solving; the ability to identify opportunities and develop innovative products and services to fill market need.

Entrepreneurship

Objectives/Motives for Entrepreneurship Education

- to produce entrepreneurs with business start-up skills
- to produce graduates with entrepreneurial mindset who can work as intrapreneurs
- to meet compliance requirements

Entrepreneurship



The PAU Model – Program Structure

- Two compulsory courses for all 200-level students
 - ENT 201 – First semester
 - ENT 202 – Second Semester

- The entrepreneurship program consists of mixed curricula:
 - Core Curricular Activities
 - Co-Curricular Activities
 - Extra-Curricular Activities

Program Structure I

Core Curricular Activities

- Introduction to Entrepreneurship
- Idea Generation
- Effective Teams
- Design Thinking
- Market Research
- Sales & Marketing
- Business Models
- Business Model Canvas
- Raising startup Capital
- Disruptive Innovation
- Social Enterprise
- Managing Operations
- Financial Management/Tax
- Ethics
- Legal/Regulatory Matters
- Leveraging Social Media

Program Structure II

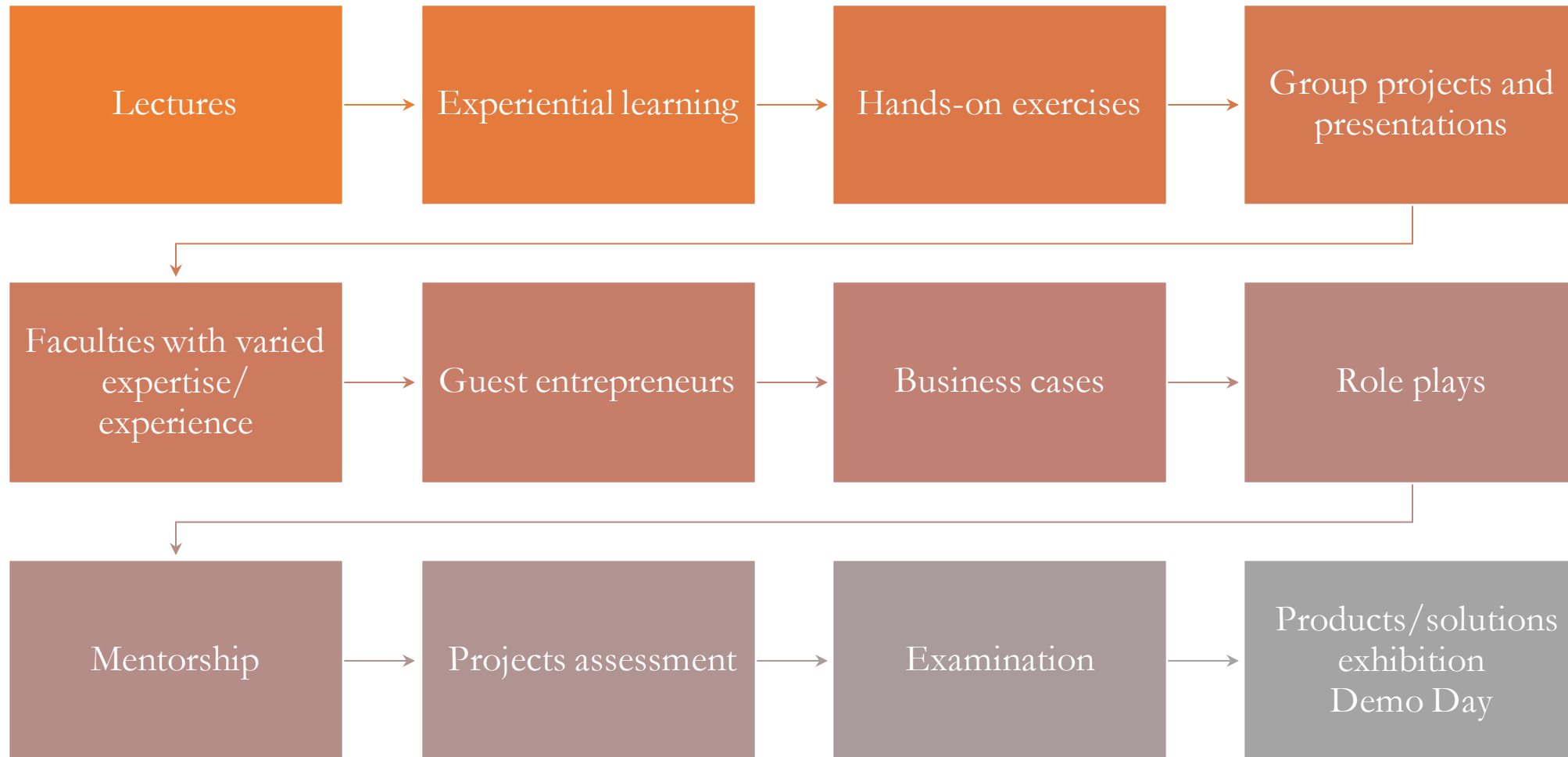
Co-Curricular Activities

- Group Projects
- Group Meetings
- Business Clinic
- Group Mentorship

Extra-Curricular Activities

- Demo Day

PAU Entrepreneurship Pedagogical Approach



Teaching vs. Training



Teaching vs. Training



Training is teaching, or developing in oneself or others, any skills and knowledge or fitness that relate to specific useful competencies. (<https://en.wikipedia.org>)



Teaching seeks to impart knowledge and provide information, while training is intended to develop abilities. (<https://trainingindustry.com>)

PAU – Entrepreneurship Impact/Outcomes

- Some alumni founded businesses
- Demo day churning out a lot of innovative business ideas/solutions
- Top three winners at 2022 Demo Day received grants

Demo Day Pictures - Students Projects 2022

2022 PAN-ATLANTIC UNIVERSITY ENTREPRENEURSHIP DEMO DAY



Demo Day 2022 Pictures



Closing Remarks

“There are skills, attitudes, and a fundamental base of knowledge that education and experience can provide. You won’t turn me into a world-class athlete by sending me out to practice with a coach, but I will certainly play a better game. Entrepreneurship is no different.” -*Professor Howard Stevenson, Harvard Business School.*

Any Questions?

Thank You