



Assessment Methodologies for Entrepreneurship Education around the Methods of the Lean LaunchPad[®]

As entrepreneurial skill development becomes increasingly important among undergraduates, graduate students and faculty, institutions and agencies are considering how to implement initiatives such as courses and workshops that can facilitate development of these skills. While the information that is taught during these courses is a primary concern, similar attention needs to be given to the assessment of those courses and workshops. This open panel forum will discuss various assessment methodologies that are currently being used to specifically assess changes in mindset among participants focused on the Lean LaunchPad[®] training (e.g. NSF I-Corps) and other academic entrepreneurial education programs.

Other institutions may use this information to consider how best to assess current initiatives underway on their campus and share information collected to improve course design.

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Frameworks to Initiate Discussion		
Framework	Author	Premise
Intentions	Bird Bird, B. (1988). Implementing entrepreneurial ideas: The case for intention. <i>Academy of management Review</i> , 13(3), 442-453.	Attention toward the complex relationships among entrepreneurial ideas and the consequent outcomes of these ideas
Entrepreneurial Orientation (EO)	Lumpkin and Dess Lumpkin, G. T., & Dess, G. G. (1996). Clarifying the entrepreneurial orientation construct and linking it to performance. <i>Academy of management Review</i> , 21(1), 135-172.	Autonomy Innovativeness Risk taking Proactiveness Competitiveness
The Big 5 Personality Traits of Entrepreneurs	Zhao and Seibert Zhao, H., & Seibert, S. E. (2006). The big five personality dimensions and entrepreneurial status: a meta-analytical review. <i>Journal of Applied Psychology</i> , 91(2), 259.	Neuroticism Extraversion Openness to Experience Agreeableness Conscientiousness
Entrepreneurial Self Efficacy (ESE)	DeNoble et al De Noble, A. F., Jung, D., & Ehrlich, S. B. (1999). Entrepreneurial self-efficacy: The development of a measure and its relationship to entrepreneurial action. <i>Frontiers of entrepreneurship research</i> , 1999, 73-87.	Developing new product or market opportunities Building an innovative environment Initiating investor relationships Defining core purpose, Coping with unexpected challenges Developing critical human resources
Self Efficacy	Bandura Bandura, A. (1977). Self-efficacy: toward a unifying theory of behavioral change. <i>Psychological review</i> , 84(2), 191.	Self-efficacy refers to an individual's belief in their personal capability to accomplish a job or a specific set of tasks

Questions to begin the conversation -

- Are others looking into changes of mindset?
- What other approaches or frameworks are being considered?
- Are frameworks of assessment appropriate for all constituents?
- Do the frameworks measure changes due to entrepreneurial education?