THE FIVE PRACTICES OF ENTREPRENEURSHIP EDUCATION

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Entrepreneurship education is a space where students practice identifying, evaluating, and exploiting opportunities.

Students act.
Students learn.
Students build.

(in this order)
The Nature of Practice

- Meaningful performances
- Background of culture formation
- Requires interaction with others & the environment
- Sustained practice leads to habit-forming behaviors
- Practices create shared meaning and communities of learning
The “Practices” of Entrepreneurship Education

Practice of Reflection
Practice of Experimentation
Practice of Creation
Practice of Empathy

Practice of Play
The “Practices” of Entrepreneurship Education

Practice of Reflection
Practice of Play
Practice of Experimentation
Practice of Creation
Practice of Empathy
Design Thinking
Human-Centered Approach

Final solutions should be at the intersection.

Source: IDEO Human Centered Design Toolkit
The Challenge

How might we enhance the entrepreneurship education experience of students?
What do you observe?
Observation Guidelines

• Activities
• Environment
• Interactions
• Objects
• Users
Babson MBA student is pitching his custom snow ski business at the BETA (Babson Entrepreneurial Thought & Action) challenge. Students have one minute to talk about the actions taken to start and grow the business. Standing on the “soap box” is required.

This course is called Social Entrepreneurship by Design. The professors don’t allow the students to use much text.

Students are displaying their businesses at a business fair on Founder’s Day. Roger Babson founded Babson in 1919 to teach young men (women were not admitted until much later) about the practical side of business. Roger Babson believed that it made no sense to study business management until you understood business creation.
What is an insight?

An insight is the “why” that helps identify user needs.

The gap between the way something is now and the way it should be.

Users need _______________ because ________________________________.

Users need _______________ in order to ________________________________.

Users need _______________ so _________________________________.

13
**What is an insight?**

An insight is the “why” that helps identify user needs.

The gap between the way something is now and the way it should be.

| Users need ____________________ because _____________________________________________. |
|---|---|
| **Entrepreneurship students need to publicly express and share their ideas because feedback from diverse audiences is essential.** |
| Users need ____________________ in order to _________________________________. |
| **Entrepreneurship students need to publicly express and share their businesses in order to build a culture of collaboration and community on campus.** |
| Users need ____________________ so _____________________________________________. |
| **Entrepreneurship students need to publicly express and share new ideas so they can increase their confidence and be motivated to take action.** |
ORIGINAL DESIGN CHALLENGE: How might we enhance the entrepreneurship education experience of students.

Insights help us define an opportunity to work on.

**Insight:**
Entrepreneurship students need to publicly express and share their businesses in order to build a culture of collaboration and community on campus.

**Refined problem or Opportunity**
How might we build a culture of collaboration and community around entrepreneurial activities on campus?

How might we develop ways for students to publicly share their ideas/businesses?
It’s okay to have your feet on the ground, but your eyes should be on the big blue sky. Try some space exploration and reenter with a more attractive, bigger blue sky.

- **Grounded Ideas**: Safe, Incremental, Obvious, Imitable, Plain, Predictable
- **Blue Sky Ideas**: Forward-looking, Novel, Different, Unique, Exciting, Risky, Fresh, Progressive, Thought-provoking
- **Spaced Out Ideas**: Crazy, Laughable, Whacky, Supernatural, Magical, Nonsensical, Absurd, Ludicrous
"IdeaSpace"

It’s okay to have your feet on the ground, but your eyes should be on the big blue sky. Try some space exploration and reenter with a more attractive, bigger blue sky.

“SPACED OUT” IDEAS

Crazy, Laughable, Whack, Supernatural, Magical, Nonsensical, Absurd, Ludicrous

BLUE SKY IDEAS

Forward-looking, Novel, Different, Unique, Exciting, Risky, Fresh, Progressive, Thought-provoking.

GROUNDED IDEAS

Safe, Incremental, Obvious, Imitable, Plain, Predictable

- elephant in the room
- Sensa-Button
- programmable alarm
With so many important things going on in your life, remembering your medication can be difficult.

Introducing Sensa-Button

The first progressive, multi-sensory memory system designed to discreetly remind you to take your medication.
“IdeaSpace”

It’s okay to have your feet on the ground, but your eyes should be on the big blue sky. Try some space exploration and reenter with a more attractive, bigger blue sky.
“IdeaSpace”

It’s okay to have your feet on the ground, but your eyes should be on the big blue sky. Try some space exploration and reenter with a more attractive, bigger blue sky.

“SPACED OUT” IDEAS

Teleport to decision consequence

Crazy, Laughable, Whacky, Supernatural, Magical, Nonsensical, Absurd, Ludicrous

SAFE, INCREMENTAL, OBVIOUS, IMITABLE, PLAIN, PREDICTABLE

BLUE SKY IDEAS

Video game

Forward-looking, Novel, Different, Unique, Exciting, Risky, Fresh, Progressive, Thought-provoking.

GROUNDED IDEAS

Video cases
The “Practices” of Entrepreneurship Education

Practice of Reflection
Practice of Play
Practice of Experimentation
Practice of Creation
Practice of Empathy
• Experimentation is iterative
• Early, quick, & cheap
• Test, learn, repeat with next-level experiment
• Escalating understanding of viability & feasibility
The “Practices” of Entrepreneurship Education

Practice of Reflection

Practice of Experimentation

Practice of Play

Practice of Creation

Practice of Empathy
# Reflection Questions

<table>
<thead>
<tr>
<th>Core Questions</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 What took place? When? Where?</td>
<td></td>
</tr>
<tr>
<td>2 What were you feeling? What prompted the feelings?</td>
<td></td>
</tr>
<tr>
<td>3 What were you thinking and why? Did your thinking change over time?</td>
<td></td>
</tr>
<tr>
<td>4 What were the difference parts of the experience and how are they related?</td>
<td></td>
</tr>
<tr>
<td>5 What went well and what didn’t? What criteria are being used?</td>
<td></td>
</tr>
<tr>
<td>6 What else could have been done that you can apply next time?</td>
<td></td>
</tr>
</tbody>
</table>
## Types of Reflection*

<table>
<thead>
<tr>
<th>Type</th>
<th>Purpose</th>
<th>Core Questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Narrative</td>
<td>Describe what happened</td>
<td>What took place? When? Where?</td>
</tr>
<tr>
<td>2 Emotional</td>
<td>Tune in to emotions produced from an activity</td>
<td>What were you feeling? What prompted the feelings?</td>
</tr>
<tr>
<td>3 Percipient</td>
<td>Think about the perceptions and reactions involved</td>
<td>What were you thinking and why? Did your thinking change over time?</td>
</tr>
<tr>
<td>4 Analytical</td>
<td>Systematically analyze the parts, processes, or stages</td>
<td>What were the difference parts of the experience and how are they related?</td>
</tr>
<tr>
<td>5 Evaluative</td>
<td>Assess good and bad of experience</td>
<td>What went well and what didn’t? What criteria are being used?</td>
</tr>
<tr>
<td>6 Critical</td>
<td>Consider implications for the future</td>
<td>What else could have been done that you can apply next time?</td>
</tr>
</tbody>
</table>

## Actionable Theory

<table>
<thead>
<tr>
<th>Practice</th>
<th>Exercise</th>
<th>Theory</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Play</strong></td>
<td>Sailboats</td>
<td>Performance Play (Sutton-Smith, 1997)</td>
</tr>
<tr>
<td><strong>Empathy</strong></td>
<td>Observation</td>
<td>Human-centered design (Norman, 1988)</td>
</tr>
<tr>
<td><strong>Creation</strong></td>
<td>IdeaSpace</td>
<td>Lateral Thinking (de Bono, 1973)</td>
</tr>
<tr>
<td><strong>Experimentation</strong></td>
<td>$5-50-500 Experiments</td>
<td>Problem-based learning (Barrows, 1985), Effectuation (Sarasvathy, 2008)</td>
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