

Dynamic ENTREPRENEURSHIP

3rd ERENET Annual Meeting
18 September 2008

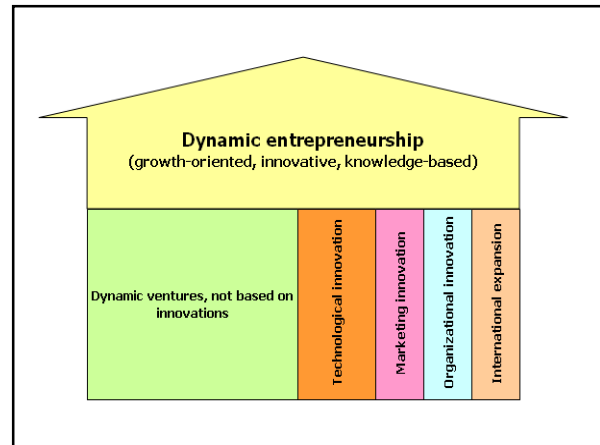
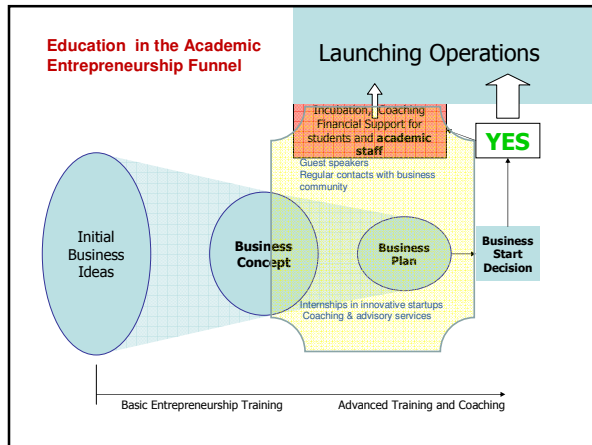
**CURRENT ISSUES IN TEACHING
ENTREPRENEURSHIP IN POLISH
UNIVERSITIES**

Prof. Jerzy Cieřlik
Kozminski University, School of Management, Warsaw

Foundations of the Dynamic Entrepreneurship Program

- Started in 2004 as the **bottom-up pracademic initiative**
- „**Latecomer advantage**” (T. Veblen, 1915) is a valid concept for enhancing entrepreneurship in the catching-up economies
- Concentration on the broadly defined **academic entrepreneurship**
- Focus on **dynamic segment** of the small business sector
- Focus on **non-business studies** due to acute shortage of entrepreneurship education and growing opportunities in dynamic, knowledge-based start-ups
- Strong „**training of trainers**” component as the „entrepreneurial lecturers” seen as the key drivers of the whole process
- The **network approach**. The nationwide network established to exchange experiences, training, designing tools and methodologies, securing external funding (governmental and EU)
- Use of **electronic platform** in teaching and for enhancing co-operation among lecturers

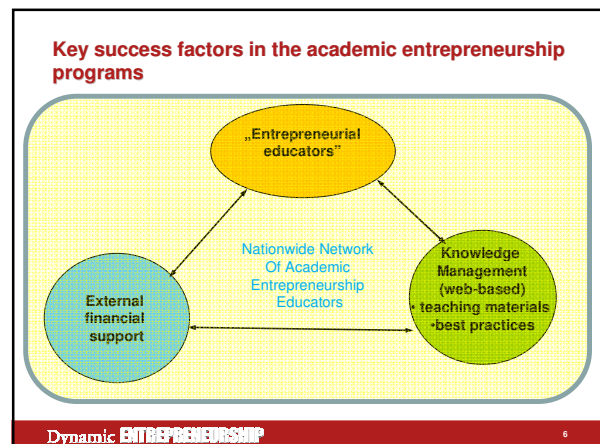
Dynamic ENTREPRENEURSHIP



Dynamic Entrepreneurship Program – key features

- Addressed to university level students and lecturers; downward move to secondary education level may follow
- Electronic platform www.cieslik.edu.pl for integrating various initiatives within the framework of entrepreneurship education, providing teaching tools and materials
- Modern textbook published in 2006, second edition in 2008
- Invitation for entrepreneurship lecturers to join
 - Use available teaching materials, tools, etc
 - Jointly develop the Program
 - Existing network consist of 30 active entrepreneurship lecturers mostly from non-business universities

Dynamic ENTREPRENEURSHIP



Portal www.cieslik.edu.pl

Dynamic ENTREPRENEURSHIP



ABOUT THE PROGRAM
Dynamic Entrepreneurship is a training and advisory Program I launched after the 14-year fascinating experience with my own business. It is aimed at supporting young educated people in starting their own dynamic and innovative business ventures. *More*

TEACHING COURSES

TAILORED PROGRAMS

TEXTBOOK

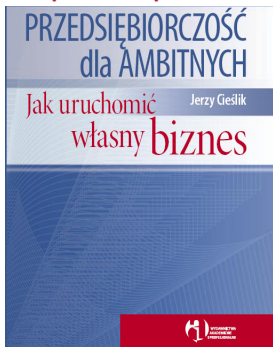
Prof. Jerzy Cieslik

„Dynamic Entrepreneurship” textbook

PRZEDSIĘBIORCZOŚĆ dla AMBITNYCH

Jak uruchomić własny biznes

Jerzy Cieslik



Dynamic ENTREPRENEURSHIP

The Textbook – basic features

- Academic level – for the basic course on „Dynamic Entrepreneurship”
- Focus on dynamic (high-potential) entrepreneurial initiatives
- Theory-based but at the same time practical guide written by a practitioner
- Content reflecting best international standards but presented within Polish legal, fiscal and institutional context
 - Numerous examples (mini cases) of dynamic initiatives undertaken by young, educated Poles
- Addressed to both business and non-business students
- Original process and action-oriented methodology with supporting electronic tools available on the portal
- Simple language, user-friendly format and style

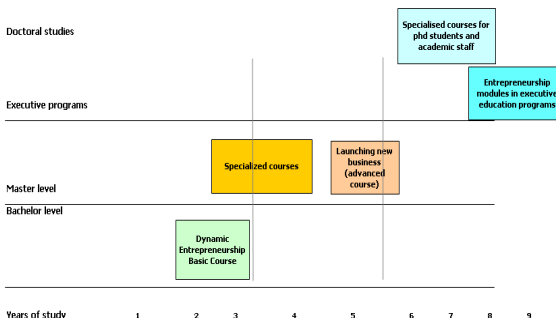
Dynamic ENTREPRENEURSHIP

Most recent projects

- „How to start your own business” (2006-2007). Recently completed 18 months training and advisory program for 120 students from 32 higher level institutions in the Mazovia region. Project financed from EU funds.
- WIPA Project (2007-2008) aimed at providing methodological and training support for 20 entrepreneurship lecturers, mostly from technical universities with the aim of introducing and/or upgrading entrepreneurship courses to be offered in non-business academic institutions. This project has been financed by the Polish Ministry of Science and Higher Education. Over 1600 students enrolled in the pilot courses
- INNOVATOR Project (2007 -) is the training and consultancy program on technology entrepreneurship for PhD students from technical universities. The program is sponsored by the Foundation for Polish Science, which will also provide financing for best projects. The third edition of INNOVATOR starts in October 2008
- The accumulated experiences will be used to design a course on technology entrepreneurship for technical students at the advanced level. The accumulated experiences have been used in starting „Technology Entrepreneurship” course at the Warsaw Polytechnic.

Dynamic ENTREPRENEURSHIP

Teaching entrepreneurship at the university level – a broader perspective



Doctoral studies

Executive programs

Master level

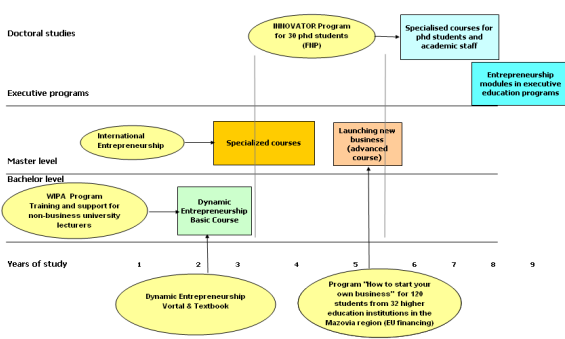
Bachelor level

Years of study

1 2 3 4 5 6 7 8 9 10

Dynamic ENTREPRENEURSHIP

Recent implementation experiences



Doctoral studies

Executive programs

Master level

Bachelor level

Years of study

1 2 3 4 5 6 7 8 9 10

Dynamic ENTREPRENEURSHIP

Recent nationwide and regional initiatives in Europe aimed at catching-up with the U.S.

National

- UK National Council for Graduate Entrepreneurship
- FGF – German scientific association in entrepreneurship research and education
- IDEA – Danish Entrepreneurship Network
- Dynamic Entrepreneurship in Poland

Regional

- Initiatives of the European Commission
 - Expert Group Report "Entrepreneurship in higher education, especially within non-business studies", March 2008
 - Prospects for setting a European Entrepreneurship Educators Network
 - Entrepreneurship pedagogy courses and scholarships for teachers in the new member states
- ERENET

New funding opportunities under EU structural funds 2007 – 2013 +2

- Sizeable funds available to new member states
- Entrepreneurship and innovation strongly supported under various programs
- Obtaining such funding requires substantial amount of work in preparing the project and observing administrative procedures in its implementation
- Exchanging best practices, project formats, engaging in joint projects involving number of universities seen as the key area in Dynamic Entrepreneurship network co-operation in the coming years
- Prospects for international collaboration!



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