TOPICS
• The Bachelor level in entrepreneurial education
• The Master level in entrepreneurial education
• The PhD level in entrepreneurial education
• Entrepreneurship education in practice

INTRODUCTION
• Hard to be defined in many disciplines
• Can easily be defined in entrepreneurship education
  • This analogy has a theoretical model
  • At Corvinus University of Budapest the practical way of education does not follow this method
  • Future: thanks to the needs of the economy and the rational considerations, our notes will get closer to this structure

THE BACHELOR LEVEL

BACHELOR LEVEL OF ENTREPRENEURSHIP EDUCATION
• Basic global entrepreneurial skills
  • Global = we can rarely find division of labour in controlling tasks
  • Thematic notes of the 3-year-long Business Schools
  • topics and not concrete names of subjects
**BASIC ENTREPRENEURIAL KNOWLEDGE**

- **Courses:**
  - Establishing and Managing Enterprises
  - Enterprises in the Hungarian and International Economy
- **Functions:**
  - presenting the history of the entrepreneurial sector in the certain country or region,
  - demonstrating the funds of “entrepreneurial mentality”,
  - acquiring the elementary legal knowledge

**BUSINESS PLANNING**

- **Course:**
  - Strategic planning
  - Business planning
- **Function:**
  - students learn how to write a classical business plan

**THE CLASSICAL BUSINESS PLAN**

- **Macro economic conditions**
- **Trade and competition analysis**
- **Marketing plan**
- **Production and operational plan**
- **Organizational plan**
- **Human resources (and control) plan**
- **Marketing communication plan**
- **Financial plan**
- **Risk analysis**

**TAXATION KNOWLEDGE**

- **Functions:**
  - an entrepreneur has to know the obligations to pay taxes
  - an entrepreneur has to know the basic knowledge about **duties** and **social security**

**ENTERPRISES IN PRACTICE**

- **Courses:**
  - Entrepreneurial best practice
  - Case study
  - Management of enterprises
- **Function:**
  - students have to experience the way an entrepreneurship works through the practice of concrete enterprises

**FINANCING ENTERPRISES**

- **Course:**
  - Finance
- **Functions:**
  - foreshowing the students the way an entrepreneur thinks about debt financing,
  - foreshowing the way the debt financiers – mainly the banks – think about it
BUSINESS ETHICS

• Courses:
  • Social responsibility of entrepreneurs,
  • Business ethics,
  • Philosophy

• Functions:
  • introducing to entrepreneurs higher-level values and aspects than profit-realization,
  • presenting both the economic and social mode of action of entrepreneurial activity,
  • introduction of the non-economic effects of different economic decisions

FURTHER OPTIONS FOR BACHELOR

• Courses:
  • Small Business Marketing,
  • Team-building,
  • Management and control of enterprises

THE MASTER LEVEL

MASTER LEVEL OF ENTREPRENEURSHIP EDUCATION

• We train people who deal with entrepreneurship
• Focus is on the different entrepreneurial policies:
  • The master level has many meta-subjects, which do not focus on enterprises directly, but compose the assumptions of enterprise-friend economic policy.

specialist does not have to know, how to control directly a business association, but has to understand the entrepreneurial behavior

ENTERPRISE-COUNSELLING

• Course:
  • The contents depend on the qualification of the teachers

• Function:
  • introducing to the students the main tendencies of the sector and the different forms of favors

ENTREPRENEURIAL RELATIONSHIP WITH BUDGET

• Functions:
  • examines in complex way taxation,
  • examines in complex way social security,
  • examines in complex way different allowances that an entrepreneur can get or can have resort to,
  • has to deal with invitations for tenders and subsidies
ENTERPRISE-FRIEND ECONOMIC POLITICS

- Function:
  - someone who is going to form the system of entrepreneurial functioning has to acquire the necessary skills and knowledge

FINANCE

Bachelor Finance ≠ Master Finance

- Bachelor level:
  - how to solve financial problems in the most effective way
- Master level:
  - the different financing techniques are presented

SMALL AND MEDIUM Sized BUSINESS ASSOCIATIONS IN GLOBALIZATIONAL ECONOMY

- Course:
  - points at the international definiteness of the entrepreneurial economic policy
- Function:
  - introducing the main international tendencies,
  - introducing the adjustment strategies of enterprises

STRATEGY

- Courses:
  - Strategy – in the capital city
  - Regional and entrepreneurial development – in the countryside
- Reason:
  - In the capital city – two main target groups: the function of state administration and central banks, and the training of the necessary labour force
  - In the countryside - necessity of qualified labour force for banks and regional institutes is huge

THE PhD LEVEL

PhD LEVEL OF ENTREPRENEURSHIP EDUCATION

- students have to get the consummate skills in order to be able to teach and to research in higher education
Entrepreneurship ≠ Science

the pieces of entrepreneurial knowledge rather need focus on practice, than theoretical acquirement

- Bachelor level:
  - students establish so-called "spin off enterprises", or meet entrepreneurs in another way.
- Master level:
  - students have to meet the results of counseling and establishing.
- PhD level:
  - students have to take part both in counseling and training.

Three Levels of Education = Three Levels of Hegelian Dialectic

Bachelor level:
Thesis is the enterprise “an sich”

Master level:
Antithesis is the enterprise “für uns”

PhD level:
Synthesis is the enterprise “für sich”

Thank you for your attention!
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