

Entrepreneurship Education in Europe: Trends and Challenges

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Current Trends in European Entrepreneurship Education: Definition of Entrepreneurship Education

- A broad definition of entrepreneurship education: « All activities aiming to foster entrepreneurial mindsets, attitudes and skills and covering a range of aspects such as idea generation, start-up, growth and innovation »

Current Trends in European Entrepreneurship Education: Key Dimensions to Develop Entrepreneurship Education at HEI

- **Strategy** (commitment of top-management, written policies, level of integration)
- **Infrastructures** (department / centre, chairs, professorships, cross-disciplines structures or activities, etc.)
- **Resources** (budget, types of funding, internal / external lecturers, etc.)
- **Teaching and Learning** (courses, degrees, pedagogical methods, part of curriculum, etc.)
- **Outreach** (alumni, stakeholders, community engagement, networks, etc.)
- **Development** (evaluation, improvements, research , etc.)

Current Trends in European Entrepreneurship Education: Strategy

- The goals of entrepreneurship education are mainly to foster entrepreneurial mindsets, skills and behaviors
- The embeddedness of entrepreneurship in the HEI's strategy is more and more perceived as an important aspect
- Few european universities have developed entrepreneurial policies for all of their faculties

Current Trends in European Entrepreneurship Education: Institutional Infrastructures

- Many HEIs in Europe have one type of infrastructure: entrepreneurship chair or entrepreneurship centre
- Few have several infrastructures including teaching, practice-oriented and research activities
- Research in entrepreneurship and entrepreneurship education are weakly developed

Current Trends in European Entrepreneurship Education: Resources

- Most part of HEIs generate income through entrepreneurial activities
- But to sustain entrepreneurship education there is an important need to get external fundings (public or private)
- Lack of funding appears as the most important obstacle to development and continuation of entrepreneurship education

Current Trends in European Entrepreneurship Education: Teaching and Learning

- Entrepreneurship teaching is offered at all levels of education (bachelor, master, PhD)
- Entrepreneurship tends to be offered in stand alone courses rather than being integrated across the curriculum
- Entrepreneurship remains primarily elective
- Lecture is the most used teaching method while the active pedagogies appear as being the most efficient to teach entrepreneurship
- Heavy focus on start-up phase
- A greater critical mass of entrepreneurship faculty, research and pedagogical material is needed

Current Trends in European Entrepreneurship Education: Outreach

- Since the beginning entrepreneurship education benefits from alumni, entrepreneurs and professional engagement
- Teaching entrepreneurship is not seen as only an academic activity

Current Trends in European Entrepreneurship Education: Development

- Lack of qualified faculty members to teach entrepreneurship
- lack of teaching staff management and development
- Lack of entrepreneurship education evaluation to measure the effects and impact of entrepreneurship programmes on learning, attitudes and behaviors

Challenges and Recommendations

- A key challenge: « Why educate young people to become entrepreneurs if the system send them the message that the ultimate goal is to work for the state and that job security is what the majority of young people, and particularly graduates in, say, France aspire to?
- At the HEI level Entrepreneurship is still in an immature phase:
 - Development of entrepreneurial culture within HEIs
 - Quantitative and qualitative development of faculty members engaged in entrepreneurship education

Challenges and Recommendations

- Entrepreneurship education development needs:
 - Cultural changes at European countries and HEIs levels
 - Structural changes such as dedicated
 - academic networks and associations at the national level
 - Resource centres (teaching educators; sharing pedagogical material and best practices, etc.)
 - Departments and research units at the HEI's level

Challenges and Recommendations

- Entrepreneurship education in Europe is facing the same problems start-ups systematically have:
 - The liability of newness and
 - The lack of legitimacy