

Contents

<i>Editorial review board</i>	viii
<i>List of contributors</i>	ix
<i>Acknowledgments</i>	xv
<i>Preface: three key challenges to advancing entrepreneurship education and pedagogy</i>	xvi

PART I LEADING EDGE RESEARCH PERSPECTIVES

1. What I have learned about teaching entrepreneurship: perspectives of five master educators <i>Bill Aulet, Andrew Hargadon, Luke Pittaway, Candida Brush, and Sharon Alpi</i>	2
2. Pivotal moments in the history of the United States Association for Small Business and Entrepreneurship: an interpretive history of a remarkable journey <i>Pat Dickson</i>	27
3. Entrepreneurship education: a qualitative review of U.S. curricula for steady and high growth potential ventures <i>Nawaf Alabduljader, Ravi S. Ramani, and George T. Solomon</i>	37
4. Business and educational entrepreneurship: purpose and future <i>Ying Zhang</i>	58
5. Visualizing entrepreneurship – using pictures as ways to see and talk about entrepreneurship in educational settings <i>Katarina Ellborg</i>	79
6. Cross-cultural entrepreneurship education: localization amidst globalization <i>Cesar Bandera, Aurélien Eminet, Katia Passerini, and Kevin Pon</i>	99
7. The business plan: reports of its death have been greatly exaggerated <i>Jerome A. Katz</i>	123

- | | | |
|-----|--|-----|
| 8. | Examining the role of university education in influencing the development of students' entrepreneurship capabilities
<i>Younggeun Lee, Patrick Kreiser, Alex H. Wrede, and Sanvisna Kogelen</i> | 134 |
| 9. | Internet of Things (IoT) and entrepreneurship education: opportunities and challenges
<i>Raj V. Mahto, William McDowell, Sandipen Sen, and Saurabh Ahluwalia</i> | 162 |
| 10. | Entrepreneurship education in action: a matrix of competencies for a bachelor's degree program
<i>Yury Rubin, Michael Lednev, and Daniel Mozhzukhin</i> | 187 |
| 11. | Entrepreneurship as a political tool: the implications of compensatory entrepreneurship
<i>Benson Honig</i> | 203 |
| 12. | Examining differences in students' entrepreneurship self-efficacy in curricular and co-curricular entrepreneurship education programs
<i>Prateek Shekhar, Aileen Huang-Saad, and Julie Libarkin</i> | 218 |

PART II MODEL UNIVERSITY ENTREPRENEURSHIP PROGRAMS

- | | | |
|-----|---|-----|
| 13. | Model program: American University Center for Innovation
<i>Siri Terjesen and Hezun Li</i> | 237 |
| 14. | Entrepreneurship at North Carolina State University
<i>Jeffrey M. Pollack, Steve H. Barr, Timothy L. Michaelis, M.K. Ward, Jon C. Carr, Lewis Sheats, and Gabriel Gonzalez</i> | 247 |
| 15. | Entrepreneurship at Grove City College
<i>Yvonne J. English</i> | 256 |
| 16. | Innovation on and beyond campus: entrepreneurship at Miami University
<i>Brett R. Smith and Tim R. Holcomb</i> | 264 |
| 17. | Entrepreneurship at Aalto University
<i>Olli Vuola, Kalle Airo, Håkan Mitts, Olli-Pekka Mutanen, Annukka Santasalo-Aarnio, and Jari Ylitalo</i> | 274 |

**PART III BEST PRACTICE INNOVATIONS INSIDE AND
OUTSIDE THE CLASSROOM**

18.	Have a classmate tell your story <i>James D. Hart</i>	284
19.	Venture execution: the missing curriculum puzzle piece <i>Birton J. Cowden</i>	288
20.	New product development: a prototyping experiential exercise using Human Centered Design methodology <i>Lee J. Zane and Andrew Zimbhoff</i>	293
21.	The Creator Pedagogy: learning about entrepreneurship through authorship <i>Jeff Reid and Eric Koester</i>	301
22.	Social entrepreneurship education: global experiential learning and innovations in Enactus <i>Bastian Thomsen, Olav Muurlink, and Talitha Best</i>	308
23.	Makerspace as an enabler for cross-campus, interdisciplinary collaboration and entrepreneurship education <i>Michael Dominik and Brandon Graham</i>	314
24.	Designing an S-STEM five-year program in engineering and entrepreneurship: a student-centric approach <i>Charles H. Matthews, Anant Kukreti, and Stephen W. Thiel</i>	320
25.	Teaching entrepreneurship as method: outcomes from seven semesters of new venture expos <i>Eric W. Liguori, Giles T. Hertz, and Nelson Sebra</i>	334
26.	Breaking with tradition: adopting a blended value approach for the entrepreneurship classroom <i>Jill Kickul, Lisa Gundry, Jacqueline Orr, and Mark Griffiths</i>	339
27.	<i>Night of the Living Dead</i> as a metaphor for entrepreneurship <i>Shelby Solomon</i>	346
28.	Capacity building for innovation and entrepreneurship on campus through a faculty certificate program <i>Cheryl Bodnar, Kimble Byrd, and Linda Ross</i>	351
	<i>Index</i>	357