
Other

School of Marketing

2015-12-01

Towards Entrepreneurial Learning Outcomes in Business Education and Beyond – Next Practice? Design & Guidance

Anthony Paul Buckley

Technological University Dublin, anthony.buckley@tudublin.ie

Follow this and additional works at: <https://arrow.tudublin.ie/buschmaroth>



Part of the [Entrepreneurial and Small Business Operations Commons](#), [Organizational Behavior and Theory Commons](#), and the [Other Business Commons](#)

Recommended Citation

Buckley, A. (2015) Towards Entrepreneurial Learning Outcomes in Business Education and Beyond – Next Practice Design & Guidance, Poster submission for DIT Teaching Fellowships 2013/14.

This Presentation is brought to you for free and open access by the School of Marketing at ARROW@TU Dublin. It has been accepted for inclusion in Other by an authorized administrator of ARROW@TU Dublin. For more information, please contact arrow.admin@tudublin.ie, aisling.coyne@tudublin.ie.



This work is licensed under a [Creative Commons Attribution-NonCommercial-Share Alike 4.0 License](#)

Towards Entrepreneurial Learning Outcomes in Business Education and Beyond – Next Practice?

Design & Guidance

DIT Graduate
Attributes (5 E's)
ENGAGED
EFFECTIVE
ENTERPRISING
EXPERT
ENQUIRY - BASED

Desired Entrepreneurship
Learning outcomes
Value Discovery
Value Creation
Value Capture
Value Contribution
Value Evaluation
Implementation
Success/Failure
Reflection-in-Practice
Reflection on Practice

The Method²
Suggested new pedagogy of teaching entrepreneurship
subjects:
From LEARN-DO-REFLECT to DO-REFLECT-LEARN
5 Primary pedagogies:
Venture Creation (Practice)
Serious Games and simulations (Play)
Field Research/Trips (Observation)
Design (Create, Co-create)
Reflection on Practice (Deep Learning)



Dr Anthony Paul Buckley¹
Assistant Head, School of Marketing,
DIT

RECOMMENDATIONS

1. Adopt the **METHOD** for entrepreneurship-related studies across the Institute
2. Pilot the approach in one School in each College
3. Invest in Curricula re-design, staff upskilling and specification of value-based assessment criteria

References:

1. Buckley, A.P. (2014). Towards Entrepreneurship learning outcomes in business education and beyond – Next Practice? Design & Guidance, *DIT Teaching Fellowship Reports 2013-2014*, DIT, Dublin.
2. Neck, H. M., & Greene, P. G. (2011). Entrepreneurship education: known worlds and new frontiers. *Journal of Small Business Management*, 49(1), 55-70.

