

CULENT@ATHENS
Cultural Entrepreneurship at Athens

Cultural Entrepreneurship in Universities

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**How can universities engage on
entrepreneurship?**

**If engages, is it possible to teach
entrepreneurship?**

If so, how to do it?

Fostering...

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Entrepreneur

engaging in the society's issues
chasing maintain relevance

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Entrepreneur

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Intrapreneur

being an entrepreneur within the university

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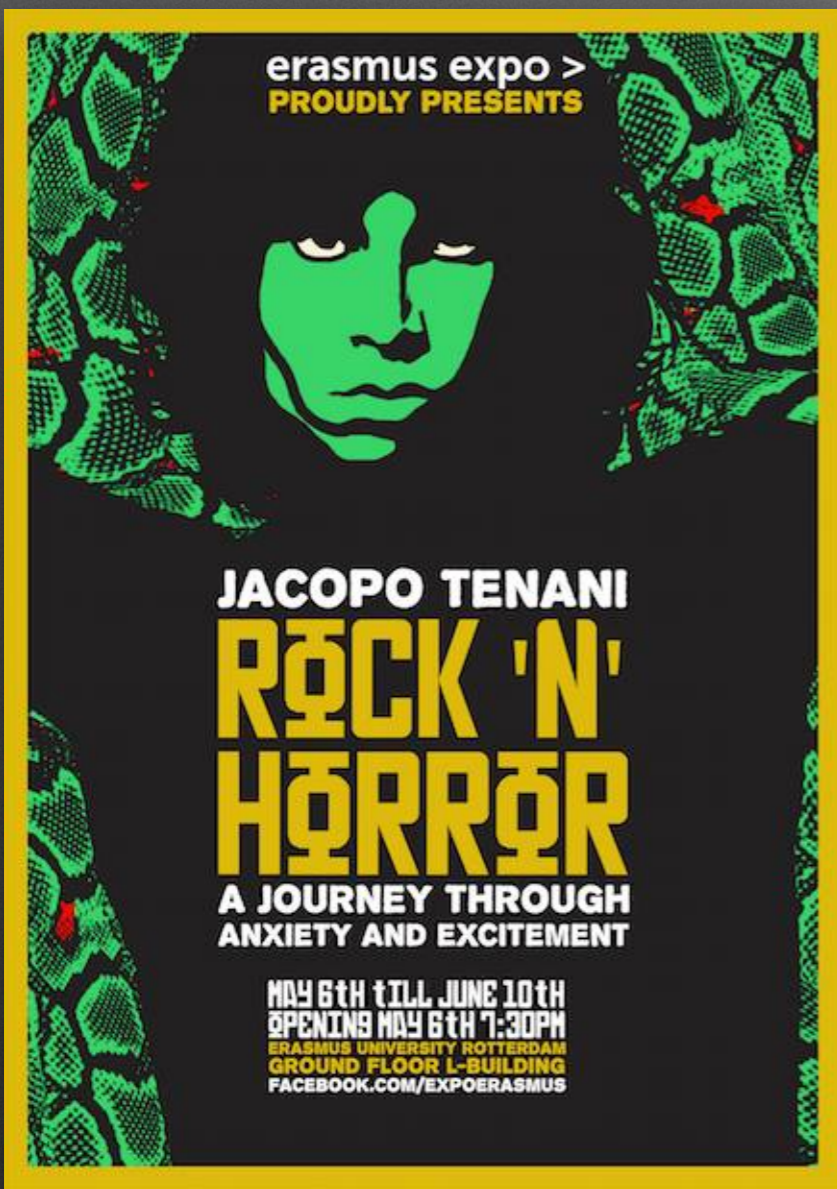
***Students being entrepreneurs of other
students' work***





- **Ambition**
- **Initiative**
- **Enthusiasm (and prudence)**
- **Creativity**
- **Decision-making**
- **Risk-taking**
- **Perseverance**





“I felt what is to be an entrepreneur”

-Irene

“We had to take decisions”

-Lisa

“This should be part of the curriculum”

-Silvio

“Can we teach someone to become an entrepreneur?”

1. A natural entrepreneur
save time
improve the learning curve

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2. A non-natural entrepreneur

creates awareness and confidence

“How to teach entrepreneurship?”

1. Theories

learning thoughts

2. Case studies

creating alternatives

3. Practices

gaining experiences

**To teach practives, we're developing a
"hands on" course to...**

**...exercising entrepreneurship in a
controlled environment**

1. Conceptual development
business plan

2. Realisation
effectuation

3. Reporting and evaluation
critical essays

“What happened?”

“What I would have done differently?”

Critical thinking!

*Ability to use **logic reasoning** to identify the strengths and weaknesses of **alternative** solutions, conclusions, or approaches to problems.*

The aim is to **go further than achieving...**

...to **think critically** about the process

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Thank you

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Universities**

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