

# Transforming Entrepreneurship Education (EE)

Dr. Karen Verduijn, karen.verduijn@vu.nl, School of Business and Economics



What is the problem?

This is my solution

What are the results?

What are your lessons learnt?

## Suggested reading

Dodd, S., Lage-Arias, S., Berglund, K., Jack, S., Hytti, U. & Verduijn, K. (2022). Transforming Enterprise Education. Sustainable Pedagogies of Hope and Social Justice. *Entrepreneurship & Regional Development*.

Berglund, K., Hytti, U., & Verduijn, K. (2021). Navigating the Terrain of Entrepreneurship Education in Neoliberal Societies. *Entrepreneurship Education & Pedagogy*, 4(4), pp. 702-717.

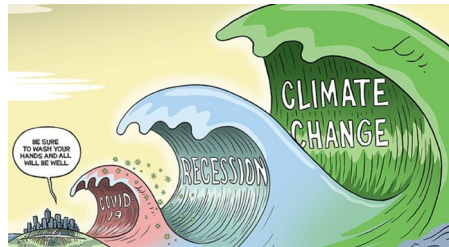
Berglund, K., Hytti, U., & Verduijn, K. (2020). Unsettling Entrepreneurship Education. *Entrepreneurship Education & Pedagogy*, 3(3), pp. 208-213.

Verduijn, K. & Berglund, K. (2020). Pedagogical invention in entrepreneurship education. Adopting a critical approach in the classroom. *International Journal of Entrepreneurial Behavior & Research*, 26(5), pp. 973-988.

Berglund, K., & Verduijn, K. (Eds.) (2018). *Revitalizing Entrepreneurship Education. Adopting a Critical Approach in the Classroom*. New York: Routledge.

## Challenging times

Living (& educating) on a damaged planet.



## Entrepreneurship education

Entrepreneurship has the potential to mitigate as well as aggravate some of the challenges of our times. Hence, a need to consider the potential of Entrepreneurship Education to move (more) towards the mitigating of named challenges, such that we can put the creative powers of entrepreneurship to work to facilitate students in becoming ethical change-makers.

[Transforming Enterprise Education - YouTube](#)



## Trodding newer landscapes

Finding inspiration in some relevant, *other* pedagogical approaches:

- critical pedagogy
- radical pedagogy
- eco-pedagogy



Ecopedagogy is a discourse, a movement and an approach to education that has emerged from leftist educators in Central and South America including Paulo Freire, Moacir Gadotti and Leonardo Boff that seeks to re-educate "planetary citizens" to care for, respect and take action for all life.

[ECOPEDAGOGY - Squarespace](https://static1.squarespace.com/static/1234567890/1234567890/1234567890/1234567890.pdf)  
[https://static1.squarespace.com > static > Ecopedago... PDF](https://static1.squarespace.com/static/1234567890/1234567890/1234567890/1234567890.pdf)

## Many questions!!

What if educator steps out of 'expert role'?

How to create more student *agency* / a sense of ownership vis-a-vis their learning processes?

How to create a *safer* learning milieu?

What does this mean in terms of, e.g., assignments..?

And assessment, more generally..?

What does this mean in terms of relevant educational materials?

What should (can) they look like?

How to (properly) approach the 'subaltern'/marginalized knowledges, and bring them to academia?

What is already happening 'in the world'??



## Provisionally

Decouple EE from the creation of (high-growth) businesses;

Place EE within its wider planetary context;

Engage and work with local depletion, with undervalued places and spaces;

Diversify experiences;

Towards more socially and environmentally just, communitarian, grounded, and reflexive *alternatives*.

