Innovative Approaches to Support Entrepreneurship Education

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26-27 March 2013
Hangzhou, China
Cheonggyechun today...

Inspiration of Success

The same place back in the 50’s
Success Story: The "Miracle of Han River"

9th nation w/ US$1 trillion in export

Success Story: The "Miracle of Han River"

7th in GNP pc US$20,000 & 50M pop.
Education is an agent of change!

Obama Praises Korean Education Again

U.S. President Barak Obama has lauded South Korea, again, to encourage Americans to do more on the educational front.

In a speech he delivered yesterday, Obama cited Korea for Educational Excellence

U.S. President Barack Obama, in a speech to the United Nations, highlighted the achievements of the South Korean educational system, calling it a beacon for other nations. The President noted that South Korea's success in this area is not just a matter of luck, but a result of the country's commitment to excellence in education.

Since his inauguration, Obama often used the Korean educational system as an example of excellence. He has praised the country's educational system for its focus on innovation and student outcomes.

In March last year, only one month into his assuming presidency, for example, he called for the United States to look to South Korea in adopting longer school days and after-school programs for American children to help them survive in an era of keen global competition.

But, Koreans complain about their education!

Education is an agent of change!

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An ordinary map of the world

World according to royalties(IP) income.
A KOREAN EXPERIMENT
Korean Intellectual Property Office
with KAIST and POSTECH

Established Future Creative
Entrepreneur Education Institute
for 320 high school students
in 2009.

RESULT FOR YEAR 2012...

252 patents
2 companies
**Post-INDUSTRIAL**

**Idea generation**

Eyes to the world

ACCESSIBILITY to global stage

Imagination

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**ENTREPRENEURSHIP EDUCATION**

1. Encourage dreams and vision
2.
3.
4.
5.

---

**entrepreneurship**

invention

money → idea

originality

Unique in the world

---

**innovation**

idea → money

relevance

Eyes to the world

---

Konrad Zuse

Bill Gates
The innovative entrepreneurs…

When I started business
I didn’t think of making money.
I only wanted

to change the world.
Money isn’t the issue. The thing I really care about is the mission, making the world open.

The innovative entrepreneurs…

Saving people money to help them live better.
Post-INDUSTRIAL
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ENTREPRENEURSHIP EDUCATION
1. Encourage dreams and vision
2. Allow, not demand, creativity
3.
4.
5.

Creativity

fluency
analytical mind
synthetic mind
self-directed
professionalism
introspection
resiliency
dedication
tolerance
decisiveness
positivity
Internal motivation

originality
open-minded
divergent thinking
imagination
inclusivity
flexibility
complexity
exploration
curiosity
flow
concentration
risk-taking
cooperation

internal motivation
passion
vision
drive

basic knowledge
fuzzy thinking
positive mindset
curiosity
adventure

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Creativity

ability to accommodate & assimilate new thoughts

ability to communicate & empathize
Information transfer!

ICT in education

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Before

Now

Smart learning media

Sage on the stage

Guide on the side

DEMAND
Passive
Unidirectional
Info transfer and reception
Teaching centered

ALLOW
Active
Interactive
Integrative & contextualized
Learning centered
Convergent thinking

clear logic
precise
closed

Black ← ← White

Divergent thinking

loose logic
approximate
open

grey

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**Department Of Education Provides Federal Grant For States To Replace Standardized Tests**

September 7, 2010

Multiple-choice standardized exams will soon be a thing of the past.

According to The Christian Science Monitor, the U.S. Department of Education awarded $330 million to 44 states and the District of Columbia to develop a new testing system that would better prepare students for college and 21st century careers as well as measures teach performance. The new tests will align with the new Common Core Standards and will be rolled out in the 2014-15 school year.

The Los Angeles Times reported that the tests will be computer-based and will deliver harder or easier questions depending on students' responses. A high-level test question, for example, could ask students to select information from a list of online resources to write a short research paper in response to a prompt. The goal is to develop a new test that will evaluate critical thinking, writing, researching and listening skills. Bruce Fuller, an education professor at Berkeley told The New York Times, "If these plans work out, it’ll turn the current testing system upside down.”
Allow questions!

Do we allow questions?

Stop being silly.

Don’t bother me.

Just be quiet!

Just do what I told you to do.

Are you challenging me?

You are slowing the class!

Criticism and contempt
**Do we allow mistakes?**

- **You good for nothing!**
- **You nincompoop!**
- **You deserve an F!**
- **Shame on you!**
- **Such an idiot!**
- **Oh you thick skull…**
- **You’ll amount to nobody.**

**Criticism and contempt**

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**Allow mistakes!**

글로벌 시대의 인재를 원하면…

<table>
<thead>
<tr>
<th>adventure</th>
<th>positive mindset</th>
<th>curiosity</th>
<th>basic knowledge</th>
<th>fuzzy thinking</th>
<th>slack</th>
<th>fear of failure</th>
<th>blind trust the answer</th>
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</table>

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2013-03-26
Apple iii

1980

Mac Portable

1989

G4 Cube

2000

Newton

1987

Puck Mouse

1998

Mobile Me

2002

3M Minnesota Mining & Manufacturing

3M Mistake, Magic, Money

15% Rule
Post-INDUSTRIAL

Idea generation

Eyes to the world

ACCESSIBILITY to global stage

Imagination

ENTREPRENEURSHIP EDUCATION

1. Encourage dreams and vision
2. Allow, not demand, creativity
3. Develop affective domain
4. Foster teamwork
5.
Consilience (統攝, 融合) is …
interdisciplinary (合學) and/or rational (合理)

Cognitive domain

Affective domain

basic knowledge
fuzzy thinking
slack
positive mindset
curiosity
adventure

knowledge
thinking
care
adventure

Consilience (統攝, 融合) is …
interdisciplinary (合學) and/or rational (合理)
Consilience (統攝, 融合) is … rational (合理) and teamwork (合同)

- Bennis, 1997
- Montuori, 1999
- John-Steiner, 2000
- Sawyer, 2003
- Paulus, 2003
- Sawyer, 2007
- Sawyer, 2008
- Zhou, 2008
We need to design…

not just academic curriculum
but learning experience, too.

pleasure
Interest
energy
synergy
dreams
emotion

content
methods
procedure
process
material
facility

Post-INDUSTRIAL

Idea generation

ENTREPRENEURSHIP EDUCATION

1. Encourage dreams and vision
2. Allow, not demand, creativity
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4. Foster teamwork
5. Design learning experience
A Korean experiment

A Korean experiment

Every year, 160 middle and high school students are selected for a two year program. Maintains an on-going number of 320 students.

Not with the best grades or IQ, but with dreams and vision!

A Korean experiment

Educational Methods

Online (3A) education

- Lectures:
  - Future technology, Fusion of knowledge
  - Intellectual Property Rights
  - Entrepreneurship, virtual company administration
  - Future humanities

- Activities:
  - Students manage personal blogs, SNS communities
  - Students engage in online debates and discussions
A Korean experiment

Educational Methods

Offline (3S) education
- It runs once every six weeks during the academic term and for two weeks during vacation.

- **Group Projects**
  Students create intellectual properties based on high tech and business models.

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A Korean experiment

Educational Methods

Offline (3S) education
- It runs once every six weeks during the academic term and for two weeks during vacation.

- **Group Projects**
  Students create intellectual properties based on high tech and business models.

- **Mentoring**
  Students meet with famous entrepreneurs and CEO’s to sustain their dreams and vision.

**Want to become a CEO later? Then act like one now.**

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A Korean experiment

Established “Center for Young and Gifted Entrepreneurs”

The Center employs counselors in the fields of gifted education and developmental psychology.

- **Counseling** is provided to students on an individual basis to ensure proper balance of cognitive and emotional development.

- **Consultation** is also provided for parents and guidance teachers.

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**Develop affective (心) domain**

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A Korean experiment

Result...for year 2012...

252 patents

2 companies

by junior and high schools students!
**Post-INDUSTRIAL**  
**Idea generation**  
**Eyes to the world**  
**ACCESSIBILITY to global stage**  
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