Government Policies on Entrepreneurship Education in Korea

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“What do you want to be when you grow up?”

How many jobs are there in the world?
Q: Which job is most appealing to you (+ for your child)?

In a hard time of financial crisis, people tend to seek secure and stable employment over challenging and riskier work.

To achieve the healthy competitive society, to support individuals to pursue their dreams, to enhance employability and job adaptability, entrepreneurship education has begun to receive attention and is being approached in a national perspective.
Entrepreneurship Education in the Korean Education System

Elementary Education

Secondary Education

Higher Education

Middle School

High School

Univ. College

Graduate School

Vocational High School

“There is no official curriculum and instruction on entrepreneurship.”
Entrepreneurship Education in the Korean Education System

**No official curriculum**
- No instruction & textbook on entrepreneurship.
- No opportunity to foster economic sense, morality and challenging spirit.
- Insufficient chance to learn about a variety of jobs.

**Focus on economic education**
- Entrepreneurship is only slightly dealt within economics or business subjects.
- Theory-based ↔ actual and practical case studies
- Subjects are losing popularity and being downsized.

**Incoherent curriculum contents**
- Weak connection between the learning contents of curriculum of each grade level.
- Hard to develop a holistic view on entrepreneurship
Support from Government Branches

- economic education
  - Children-Teens Economics Class
  - Children’s Economics Village
  - Kids Finance Class
  - Activity-based Economic Education Class

Entrepreneurship education along with economic and business education
BizCool, How it works

- [ ] http://www.bizcool.go.kr
- [ ] Business + School
- [ ] Customized entrepreneurship education program customized in the Korean context
### BizCool, How it works

#### Recipients and the Program Contents

| Elementary School Students | Provides theoretical understanding of economics and finance.  
|                           | Provides practical activities relevant to everyday life.  
|                           | *(e.g.) market economy board-games, field trips to markets, “design your future: my career plan”*  
| Middle School Students    | Aims to develop a business mind and connect to life.  
|                           | Supports students’ mindset transformation  
|                           | : build **business-friendly mind**, **challenge and run for a goal**.  
|                           | Teaches the roles of entrepreneur and entrepreneurship  
|                           | *(e.g.) “building business motivations”, “economics in daily life”, “starting a business: A-Z”*  
| High School Students      | Provides advanced theoretical understanding  
|                           | Teaches **know-hows and skills to start a business**  
|                           | Provides **simulation activities** to run a small company  
|                           | *(e.g.) “business developmental process”, “understanding the self and choosing a career”, “BizCool management leadership”*  

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Part 2  
Outside School
**BizCool, How it works**

- **A school Establish a subject (course)**
  - (e.g.) *General Business*, *Business A-Z*
  - 🌟 BizCool textbook
  - contents: setting up and starting a business, entrepreneurship, business simulations, career development, leadership, etc.

- **A guidance teacher coaches student clubs**
  - help students develop business ideas
  - help students run a business
  - coach students to participate in 🌟BizCool camps & festivals
“Bizcool program encourages our students to run a business. From choosing business items to managing an internet shopping mall, students discuss a lot with their teams and learn how to co-work.”

“Through the program, our students gained greater self-esteem and became passionate about their life and future. Now they do not dream about being employed by a company but plans to be self-employed.”
## Annual Participation Rate

<table>
<thead>
<tr>
<th>Year</th>
<th>Num. of Schools</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>15</td>
</tr>
<tr>
<td>2003</td>
<td>50</td>
</tr>
<tr>
<td>2004</td>
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<td>2006</td>
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<td>2007</td>
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<td>2008</td>
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<td>2009</td>
<td>135</td>
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<td>2010</td>
<td>149</td>
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<td>2011</td>
<td>100</td>
</tr>
<tr>
<td>2012</td>
<td>130</td>
</tr>
</tbody>
</table>

*(elementary, middle & high school)*

<table>
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<tr>
<th></th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
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</thead>
<tbody>
<tr>
<td>Num. of School</td>
<td>94</td>
<td>96</td>
<td>135</td>
</tr>
<tr>
<td>Num. of Students</td>
<td>53,594</td>
<td>61,032</td>
<td>85,017</td>
</tr>
<tr>
<td>Num. of Clubs</td>
<td>313</td>
<td>423</td>
<td>786</td>
</tr>
<tr>
<td>Curriculum</td>
<td>extra-curricular</td>
<td>extra-curricular</td>
<td>regular curriculum</td>
</tr>
<tr>
<td>Num. of Teachers in Training</td>
<td>179</td>
<td>197</td>
<td>300</td>
</tr>
<tr>
<td>Students’ Satisfaction</td>
<td>82.5 %</td>
<td>85.1 %</td>
<td>87 %</td>
</tr>
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</table>
BizCool, How it works

Participation Rate by Educational Stages in 2009

<table>
<thead>
<tr>
<th></th>
<th>Elementary School</th>
<th>Middle School</th>
<th>High School</th>
</tr>
</thead>
<tbody>
<tr>
<td>Num. of schools</td>
<td>5,813</td>
<td>3,077</td>
<td>2,190</td>
</tr>
<tr>
<td>Num. of Bizcool schools</td>
<td>9</td>
<td>9</td>
<td>117</td>
</tr>
<tr>
<td>Percentage</td>
<td>0.15 %</td>
<td>0.39%</td>
<td>5.3%</td>
</tr>
</tbody>
</table>

- A very small number of participating schools.
- High school level: mostly vocational high schools.
Future Recommendations

Framework for the Entrepreneurship Education

Entrepreneurial Spirit

Vocational Education

Economic Education

Business Education
Thank you