创业教育与创业能力开发策略
Entrepreneurship Education and Entrepreneurial Competence Development Strategy

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1. Progresses in Chinese Entrepreneurship Education
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- **1960s -**, Entrepreneurship as spiritual learning model nationally
- **1970s -**, Behavioral sciences and entrepreneurship leadership training by Hangzhou University
- **1980s -**, International joint research and graduate education by Hangzhou University
- **1990s -**, 1st Entrepreneurship Competition by Tsinghua University
1. Progresses in Chinese Entrepreneurship Education

- **2000-**, Entrepreneurship education as national strategy and practice
- **2002-**, National Entrepreneurship Pilot Bases:
  - 8 universities: Renmin Univ., Tsinghua Univ., Peking Univ., Heilongjiang Univ., Shanghai Jiaotong Univ., Nanjing Univ. of Finance & Economics, Wuhan Univ., and Xi’an Jiaotong Univ.
  - **Example**: Shanghai EE system: +90% universities have EEs and +85% universities/colleges established EE practice bases.
  - Based upon entrepreneurship education, more and more university graduates’ ventures, student employment, R&D transfer in Shanghai.
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- **2005-**, ILO’s KAB (Know About Business):
  - +1000 universities joined KAB entrepreneurship education programs
  - +300,000 university students participated in those programs
  - In 7 years, five EE systems established: faculty training, instruction research, quality control, business practice, exchange popularization. KAB conducted with national, provincial, school levels of organizing programs.
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  - Entrepreneurship course teaching workshops
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- **2007-**, MBA Entrepreneurship-related Courses: +80% programs
  - Entrepreneurship course teaching workshops
- **2010-**, National Entrepreneurship Education Supervisory Board
  - More Entrepreneurship Schools: Shanghai Jiaotong Univ, Sun Yat San Univ., Inner-Mongolia Univ., etc.
2. 创业教育的最佳实践：以浙江大学为例
Entrepreneurship Education Best Practices: ZJU Case
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🌟 Course programs:
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- Entrepreneurship Elite Program and Global Entrepreneurship Research Center, 2006-
Entrepreneurship Education Best Practices: ZJU Case

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  - Entrepreneurship Elite Program and Global Entrepreneurship Research Center, 2006-

- **Academic programs:**
  - Global Entrepreneurship Program (ZJU, Lyon BS, Babson College)
  - Master/PhD programs in entrepreneurship management
Global Entrepreneurship Program (GEP)

Countries and Regions
- Bahrain
- Belgium
- China
- Taiwan, China
- Finland
- France
- Germany
- India
- Indonesia
- Ireland
- Mexico
- Mongolia
- Netherland
- Portugal
- Spain
- Switzerland
- Thailand
- USA

Programs:
- Purdue: 4 months
- EMLYON: 4 months
- ZJU SOM: 4 months
2. Entrepreneurship Education Best Practices: ZJU Case

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- **Competence development programs:**
  - Zhejiang Univ.-Oxford Univ. Women Entrepreneurship Competence Development Programme (Goldman Sachs 10,000W programs)
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**Executive development programs:**
- Entrepreneurship Development Programs for High-Growth SMEs
3. 创业教育路在脚下：反思创业教育

Rethinking Entrepreneurship Education

*Figure 1.*
Entrepreneurship education increases the formation of new ventures

*Figure 2.*
Entrepreneurship education increases the likelihood of self-employment
3. 创业教育路在脚下：反思创业教育

Rethinking Entrepreneurship Education

Figure 5.
Entrepreneurship education increases the likelihood of developing new products

Figure 6.
Entrepreneurship education increases the likelihood of self-employed graduates owning a high-technology business
3. Rethinking Entrepreneurship Education

- Survival motive rather than developmental
- Lack of integration into school curriculum
- Lack of systematic learning programs
- Knowledge-based rather than action-oriented
- Qualified faculty of entrepreneurship practice
- Vision and talent strategy among universities
- Traditional business rather than emerging
3. Rethinking Entrepreneurship Education

- From Knowledge to Action-Learning
- From Individual to Team Competence
- From Survival to Developmental Skills
- From Technical to Business Solutions
- From local to Global Entrepreneurs
Rethinking Entrepreneurship Education

- From Knowledge to Action-Learning
- From Individual to Team Competence
- From Survival to Developmental Skills
- From Technical to Business Solutions
- From local to Global Entrepreneurs
- From Business to Emerging Industries
  - Social entrepreneurship
  - Cultural entrepreneurship
  - Maritime entrepreneurship
  - Green entrepreneurship
4. 创业教育与新一代创业能力开发

New Generation Entrepreneurial Competency

- Global business co-opetition
- Intrapreneurship change management
- Venture-financing strategy
- Emerging industrial development
- High-tech innovation management
- Talent strategy implementation
Latest international research about dynamic business environment and Emerging entrepreneurship strategies showed that among 10X sustainable high-performers:

◆ Entrepreneurship Competence

CAD = Creativity + Action + Discipline
5. Action Strategy in Entrepreneurship Education

- Entrepreneurship Competence
  CAD = Creativity + Action + Discipline

- Action Strategy
  ASD = Adaptation + Selection + Development
5. Action Strategy in Entrepreneurship Education

◆ Entrepreneurship Competence
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  ASD = Adaptation + Selection + Development

Value  Business  Career
UNESCO-APEID Meeting on Entrepreneurship Education

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