



Taking entrepreneurship to the classroom

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Abstract

Teaching and learning are vital components of the education system. The benefits of teaching will reach the students only when the teacher communicates in a way in which it is understandable to the students. Some teachers regard issues of curriculum as of no concern to them. They are of the opinion that their task is to simply transmit bodies of knowledge. But, if the curriculum has to be a living thing, the teachers should always rethink, revisit and make teaching and learning an active process in which the learners and teachers are engaged in a creative manner. In this paper, I have consolidated my experience as a teacher of the subject "Entrepreneurial Development" before and after rethinking about my teaching.

Keywords: curriculum, entrepreneurship, creativity and innovation

1. Introduction

Teaching and learning are vital components of the education system. The benefits of teaching will reach the students only when the teacher communicates in a way in which it is understandable to the students. This will lead to the development of interest in the minds of the students towards the teacher and in turn towards the subject. The ability of the teacher to revolutionize the thought process of the students is considered as the greatest asset of any teacher.

2. Rethinking: An aid to improve teaching and learning process

Some teachers regard issues of curriculum as of no concern to them. They are of the opinion that their task is to simply transmit bodies of knowledge. But, if the curriculum has to be a living thing, the teachers should always rethink, revisit and

make teaching and learning an active process in which the learners and teachers are engaged in a creative manner.

3. My experience as a teacher- pre and post rethinking

Teaching is always considered to be a noble profession. I took up teaching not by choice but merely by chance. At the same instance, I was trying to do maximum justice to the subject as well as to the students in my own way. When I underwent the process of rethinking and reinvesting, it had a great impact on the teaching style. There emerged a paradigm shift in my approach towards teaching and learning process. I decided to make it learner oriented rather than teacher oriented. I have consolidated my experience as a teacher of the subject "Entrepreneurial Development" before and after rethinking about my teaching.

Table 1

Topic	Methodology adopted	
	PRE	Post
Introduction to the subject	<p>The subject was introduced to the students by talking about entrepreneur, entrepreneurship and enterprise.</p> <p>Pay-off This helped the students to understand the theoretical aspects of entrepreneurship.</p>	<p>The subject is introduced to the students by asking them to identify the successful and unsuccessful entrepreneurs at the</p> <ul style="list-style-type: none"> ▪ Regional ▪ National ▪ International <p>levels with the help of the photographs and the case history of the entrepreneurs.</p> <p>Pay-offs This activity creates interest in the minds of the students towards the subject. Apart from achieving the basic objectives, the students also learn about the following through this exercise.</p> <ul style="list-style-type: none"> ▪ Classification of entrepreneurs ▪ Factors influencing entrepreneurship ▪ Elements of successful entrepreneurs
Identification of business opportunities	<p>The various ways to identify business opportunities were taught highlighting on the following details</p> <ul style="list-style-type: none"> ▪ Sources of Business Ideas 	<p>The students are facilitated to generate their own business ideas in the</p> <ul style="list-style-type: none"> ▪ Manufacturing sector ▪ Service industry <p>through a structured idea generation workshop.</p>

	<ul style="list-style-type: none"> ▪ Technical ▪ Company ▪ Internal R & D ▪ Market sources ▪ Consumers ▪ Distributors ▪ Suppliers <p>Pay-off This helped the students to get a bird's eye view about business opportunities</p>	<p>Pay-offs This activity enabled the students to explore the unexplored business opportunities. This activity also motivates the students to think beyond the text books. This workshop hones the innovative skills of the students.</p>
Family business	<p>The students were taught about</p> <ul style="list-style-type: none"> ▪ Meaning ▪ Features ▪ Contributions of family of family business to the corporate world. <p>Pay-off This enabled the students to get an idea about the functioning of family business.</p>	<p>The topic is taught with the help of family trees of business families.</p> <ul style="list-style-type: none"> • The students collect and present information about business families across the globe <p>Pay-doffs This presentation helps the students to know the power of doing business. This activity brings out the creativity hidden inside the students.</p>
Business plan	<p>The students were taught about the anatomy of business plan highlighting on the uses and parts of business plan</p> <p>Pay-off This helped the students to get an idea about business plan.</p>	<p>The students are inducted to the concept of business plan with the help of real time business plans. Apart for the above, the students will be formed into groups to prepare and present their own business plans.</p> <p>Pay-offs This gives a practical exposure to the students in preparing and presenting a real time business plan.</p>
Estimation of capital requirements for setting up of new venture	<p>The students were taught about the fixed and working capital requirements for starting and running a business covering the following topics</p> <ul style="list-style-type: none"> ▪ Meaning of finance ▪ Importance of finance ▪ Scope of financial management ▪ Functions of finance manager ▪ Factors determining working capital <p>Pay-off This helped the students to know about the various capital requirements for establishing and operating a new business.</p>	<ul style="list-style-type: none"> ▪ The students are made to prepare a format in MS-Excel incorporating the fixed and working capital needs under various headings. ▪ The standardized format will be used by the students for preparing real time budgets for any type of business. <p>Pay-offs</p> <ul style="list-style-type: none"> ▪ This activity helps the students to identify and understand the differences between fixed and working capital needs of the business. ▪ The MS-Excel format becomes a ready reckoner for them for starting their own business in future.
Market potential estimation for the venture	<p>The marketing concepts were explained with suitable examples covering the following aspects:</p> <ul style="list-style-type: none"> ▪ Meaning ▪ Importance ▪ Marketing process ▪ New product development ▪ Product Life Cycle ▪ Market segmentation ▪ Marketing mix ▪ Pricing ▪ Distribution Channels <p>Pay-off This helped the students to gain theoretical knowledge about the basic concepts of marketing.</p>	<ul style="list-style-type: none"> ▪ The students are made to prepare an elaborate marketing plan for a new product or service of their choice. ▪ The students are also made to prepare and present a live advertisement to promote their product or service. ▪ The students also prepare an interactive website for the proposed business. ▪ Pay-offs ▪ This exposed the students to the nuances of marketing their product or service. ▪ This also brings out the innovation and creativity of the students.
Human resource planning for the venture	<p>The students were taught the basics of human resources management covering the following aspects:</p> <ul style="list-style-type: none"> ▪ Meaning ▪ Importance ▪ Sources of recruitment ▪ Performance appraisal ▪ Training & Development ▪ Compensation management <p>Pay-off This activity helped the students to</p>	<ul style="list-style-type: none"> ▪ The students prepare necessary templates used for recruitment and selection of suitable candidates for various positions. ▪ The students are also trained to conduct mock interview sessions. <p>Pay-offs</p> <ul style="list-style-type: none"> ▪ This activity provides hands-on-experience for the students in human resources process.

	understand the basics of human resources management.	
Formalities for setting up a small business	<p>The students were taught the general, legal and technical formalities to set up a small business.</p> <p>Pay-off This activity helped the students to know the procedure to start a business.</p>	<p>Apart from teaching the formalities to start a business, the students are given an opportunity to do business in the campus for a day or two.</p> <p>Pay-offs</p> <ul style="list-style-type: none"> ▪ This would also enable them to have hands on experience on doing business. ▪ This activity will give the students the ultimate pleasure of venturing into actual business.

4. Challenges Faced in the Process

There is a paradigm shift in the teaching learning process after I started rethinking about my teaching. The process was teacher-oriented during the pre-era. But during the post era, it became completely learner-oriented. My role was transformed from that of a teacher to the role of a facilitator.

Initially, the students were little reluctant as they had to transform from being passive listeners to active participants in the classroom. But, in the due course the students started showing maximum interest towards the subject. This process kindled the interest and innovation in the students. This also led to out of box thinking in the minds of students. I could see a complete transformation in the approach of the students towards the subject.

5. Conclusion

The process of rethinking has helped in a great deal to change my opinion about the entire teaching learning process. It has also helped me in knowing where I stand and where I want to go to. The entire process of rethinking has clearly indicated to me that the way to learn to do things is to do things.

6. References

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