

The Edu-preneurial Pedagogic Method: Providing Risk and Added Value Experience in a Pull System for Learning Entrepreneurship*

Henk Roelofs, Shilpa Samplonius-Raut
Stenden University of Professional Education, Emmen, Netherlands

The specially developed entrepreneurship Lego-game (LE Game) is used as an instrument to provide experiential learning. This helps to change one's behavior towards entrepreneurship in an edu-preneurial environment. An edu-preneurial environment combines the features of an authentic entrepreneurial setting to provide entrepreneurial learning in an educational framework. The effectiveness of the edu-preneurial pedagogic mechanism of learning lies essentially in the experience, which the LE Game provides to the participants. The aim of this paper is to show that the edu-preneurial pedagogic method allows the participants to take risk and to create added value experience for learning entrepreneurship. The changes in respons-behaviour styles of participants of LE Game were measured: before and after playing LE Game. The results show that to conduct a business role-game is a very effective way of teaching and also learning. The paper concludes that it is possible to combine education with entrepreneurship to create an effective, efficient flexible and creative learning process.

Keywords: edupreneurship, experience learning, business role game, entrepreneurial learning by successes