

EFFECTIVE ENTREPRENEURSHIP EDUCATION THROUGH TEACHING CASE

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ABSTRACT

Developing an Entrepreneurial mindset with the help of teaching case is very effective. This type of learning involves the students and make them participate in learning process rather than absorbing Knowledge in case of conventional teaching. This paper explains the methodology involved in developing such a case. The paper also presents a sample case so that the user are able to grasp the idea of selecting suitable cases for experiential learning.

KEYWORDS: *Teaching case, caselet, Experiential learning.*

I. Introduction

Teaching through case is very powerful method of experiential learning. In this teachers are not only the transmitters and students are not passive receptors of knowledge. But they learn the concepts by actually participating in the activity. A sample case for teaching key skills of Entrepreneurship to students is given. There was a young man named Rahul. He was standing in the market. While an elderly person passed him talking with his colleague. The Elderly person told his colleague that there are ample business opportunities lurking everywhere, one must have initiative and enterprise. One only need a good vision and sight to identify the opportunity. Passing by he saw a dead mouse and told his colleague that even if one has no money but will to take initiative, one can just pick up the dead mouse and start a business. To this his colleague laughed at idea of using dead mouse as capital. However Rahul overheard all this and though he felt that it was a weird idea but having faith on elderly persons words he picked up the dead mouse. He kept wondering what he can do with it, who would buy a dead mouse from him? While he was pondering a rich merchant crossed him carrying in his hands his pet cat. The cat jumped from his hands seeing the dead mouse in the hands of Rahul. On realizing what attracted the cat, the rich Merchant asked Rahul to sell his mouse to him and paid him one coin for it. Rahul was rejoiced he had earned his first coin. He remembered what elderly person has said “One must have initiative and Enterprise”. He thought “I must find out. If there is a demand for something and then arrange to supply it”. After making a survey he purchased jaggery of one paisa and filled a pot of water and went to the outskirts of the city. He waited there for the flower gatherers to return from work. In late afternoon when flower gatherers were returning from their work they began to feel hot and thirsty. There was no water source between the jungle to the city. Soon they saw Rahul who offered them cool water and Jaggery, in return to which they gave him a bunch of flowers. By the time his Jaggery finished he had a good heap of flowers. He took those flowers to the village temple, where flower were quickly sold. Rahul earned 10 coins selling the flowers. Now Rahul has learned the art of finding opportunities and converting them to profitable enterprise by taking initiatives. Soon with his hard-work, newly developed skills Rahul become one of the richest person of the city.

- What are the key concepts learned from the strong.
- Was Rahul having required skill set from the beginning of the story.
- What were the characteristics that made Rahul successful.
- Did the mindset of Rahul changed at the end of story.
- Do one need large investment to start on Enterprise?

II. Methodology

While designing or selecting a case, an educator must consider following questions

- (1) What is the main objective of selecting the case.
- (2) What is the main theory or concept you are going to teach.
- (3) Is case interesting enough to grab attentions of students.
- (4) How will students respond to the case.
- (5) Is the case challenging, interesting to invoke thought process of students.
- (6) Will the case serve its purpose and will impart useful teaching and learning concept effectively to students.

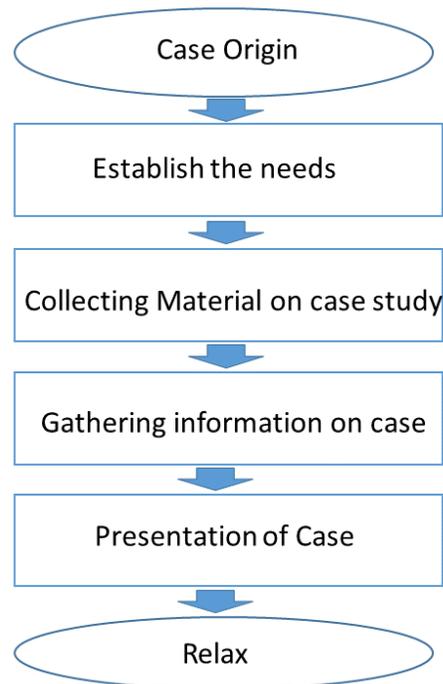


Figure 1: Flowchart for case study

III. Conclusion

A good teaching case should be able to demonstrate the concept which teacher is willing to teach the students. It should be interesting with sufficient twists and turns to hook the students. It should be able to create desired effect by creating enough dynamic tension to produce and trigger thought process of the students finally it should be able to demonstrate the concept which teacher wants students to learn.

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