# CHALLENGE in ENTREPRENEURSHIP EDUCATION

1. To overcome the students' biased view about entrepreneurship which mostly emanates from popular media representation

2. To simulate an entrepreneurial identity and process within the safety of classroom, but with enough real-world implications for learning.

ENTREPRENEURSHIP AS A CAREER CHOICE
"If entrepreneurship is not activated as a possible self among students, it is unlikely that they will point their motivation, energy, behaviour, and engagement in that direction"

Thrane, C. & Basaiawmoit, R.V. (2015)

ENTER DESIGN THINKING
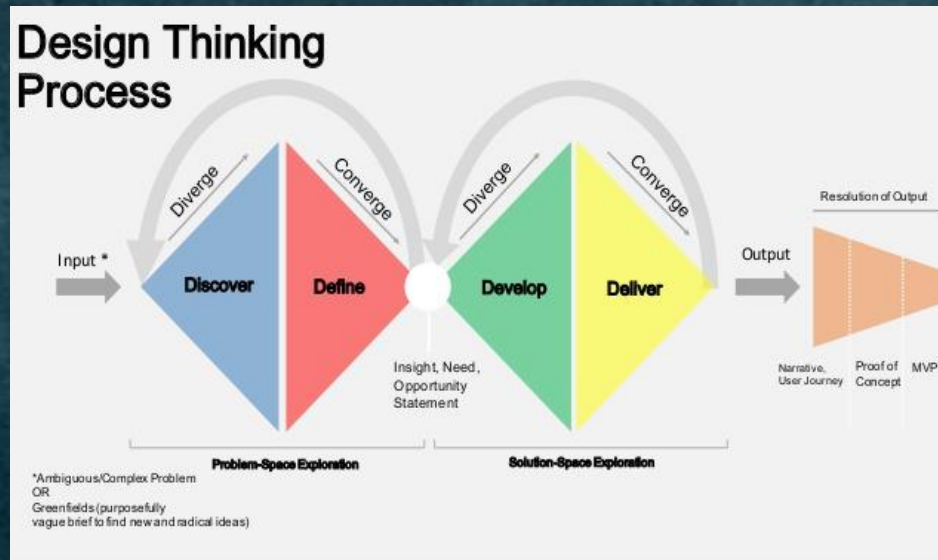
ENTER GAMIFICATION

Gamification is the use of game thinking and game mechanics in non-game contexts to engage users in solving problems (Deterding 2010); but more importantly,

GAMIFICATION can be an approach for exploring Entrepreneurial selves

ESHIP: Navigating Uncertainty

(Entrepreneurial Uncertainty and Design Thinking – A board game experience)

The Process

Taking initiative, Handling instructional uncertainty, Patience, Attention to detail...

Handling Personalities, Team-diversity, Uncertainty due to positive and negative character traits. Communicating, Negotiating, Leading, Following...

Set up the board
Jump into Uncertainty with no instructions other than a board set-up sheet and proceed from there.

Role-Play Characters
Choose a character each from Character Deck to build an Entrepreneurial team. Each character has a set of hard and soft skills.

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Problem & Solution
Find a problem in the Area-of-interest and attempt to solve it. In the process go through subtly embedded Design Thinking Principles.

Choose Area-of-interest
Choose or be given (by the instructor) a broad Area-of-interest.

Decision making, Improving odds of success via better decisions, Bearing consequences (Market reaction) of decisions taken, Uncertainty in form of Random events...

Pitch and Judge
Pitch the idea to another team. Judge a team that pitches to you.

Finding an area you can relate to and are passionate about as a start-up/innovation team...