



INnovative educaTion foR sustainable eNtrepreneurShIP In Life sCIences

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Fostering sustainable entrepreneurial attitudes and competences in students - a „becoming who you are“-perspective and call for real learner centered universities



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Erasmus+

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<https://youtu.be/OkJ7G-F7ER0>

**Carl Rogers,
1971**

Who wants what?

- European Union

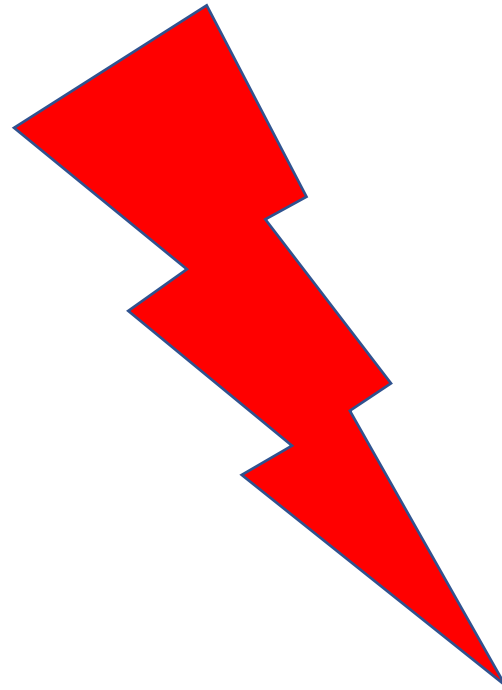
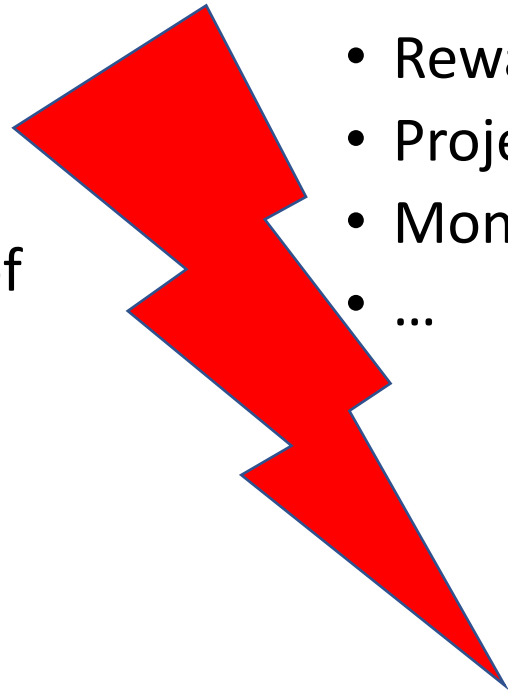
- Economic pay-off and development
- Sustainable economic growth and development
- Employment
- Standardized frameworks of competences implemented

- University Teachers & Institutions

- Status
 - Networks
- Scientific papers
- Reward
- Projects
- Money
- ...

- Students

- Career development & life fulfillment
 - Personal motivations
 - Meaning (different well know categories), existential fulfillment
- Become who they are
 - Social and personal identity
 - Master transitional crises
- Material security (Maslow pyramid) – income
- Further individuation and constantly becoming who you are along the life span



What challenges do students face?

1. Transition from school to university
2. Identity development – finding out who they are
3. Follow a rigid scheme of ECTS-based examinations
4. Develop competences to shape a career
5. Develop a life span perspective with regard to their individual goals and ideas
6. Motivation, competences AND the possibilities to make real world experiences (apprenticeship, social environment, „affordable loss“)
7. Having the resources (mostly about earning money) to sustain ones own development according to ones interest

What is needed to support these?

- Teachers that
 - know about fundamentals of human development and personal growth
 - That are congruent, have unconditional positive regard and accurate empathic understanding towards their students
 - know the process, problems, etc. of being entrepreneurial in the field of sustainable development
 - they need to know the way of becoming entrepreneurial, the pitfalls, the literature & definitions, the didactical approaches to support the adequate development of cognitive, metacognitive and personal skills and competences in students
- Institutions that
 - honestly and really take a learner-centered approach
 - select and implement the appropriate developmental and educational strategy
 - select the appropriate teachers and support the development of required skills in teachers

How to teach sustainable entrepreneurship and educate sustainable entrepreneurs ?

- Little research on the pedagogy of sustainable entrepreneurship education
- No or a few suggestions for research avenues in relation to sustainable entrepreneurship education
- A key issue : should we integrate it into existing higher education frameworks or should we consider, it would require a transformation of the educational system?

**Or even go for it
outside of the system!**

Fayolle 2021: Educating Sustainable Entrepreneurs : Applying Paulo Freire's Key Concepts and Pedagogical Model. 1st International Conference for Sustainable Entrepreneurship Education (1st Sust Ent Ed 21) & Final Multiplier Event of INTRINSIC 25.-26.11.2021

Applying the Paulo Freire's educational model to sustainable entrepreneurship education : Three propositions

- Refocus the pedagogical objectives on the personal development and the intellectual autonomy of the learners
- Reshape the relationship and the quality of interactions between educators and learners
- Refine the learning situation through the problem-posing / problem-based learning pedagogy

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