



Teaching Entrepreneurship to Postgraduates

Colin Jones

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'As insightful as ever, Colin Jones provides a fresh perspective on entrepreneurship education as it relates to the specific needs of postgraduate students. The book includes many aspects that educators will find useful including insights into teaching philosophy, tactics for enhancing pedagogy and appreciation of context in educational practice. For those educators new to entrepreneurship education this is an essential read, while more established teachers can use the book to help reflect on their own experiences.'

- Luke Pittaway, Ohio University, US

Written by the author of the successful *Teaching Entrepreneurship to Undergraduates* (978 1 84980 406 6), this book promotes a learner-centered approach to thinking about how to teach entrepreneurship to postgraduates.

A vital resource for lecturers and those interested in entrepreneurship, this book defines the difference between teaching entrepreneurship to postgraduates and teaching it to undergraduates. Attention is given to both subtle and major differences, such as motivation and the process and situation of learning related to postgraduate students. This book aims to stimulate reflection within the reader's mind, drawing them towards a deep appreciation of their postgraduate students' needs, their motivations and the ways in which such issues are dealt with by educators globally.

Contents: Foreword by Christine Volkmann Introduction Part I: Scoping the Issues 1. Your Teaching Philosophy 2. Nascent Entrepreneurship and Adults 3. The Situational Dilemma Part II: The Nature of Our Students 4. The Tethered Adventurer 5. Exploiting Student Experience 6. The Extended Learning Environment 7. The Resource Profile Part III: Being Entrepreneurial 8. Seeing the World Differently 9. Believing and Knowing 10. Ideas and Business Plans 11. Connecting for Action Part IV: Creating Community Leaders 12. You Are Not Alone Appendices References Index



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