

Entrepreneurship as Method Workshop

Over two decades of research into Entrepreneurship and Entrepreneurship education has yielded insights pointing to Entrepreneurship as a Method that is as learnable and as universally applicable as the Scientific Method. This workshop will begin with a discussion of Entrepreneurship as a Method by UVA Darden Professor Saras Sarasvathy who first described the concept in a seminal paper with Professor Sanakaran Venkataraman, also of UVA. Key concepts include - facing uncertainty, prediction and control, and applying professor Sarasvathy's CAVE model of entrepreneurial action which can be used to make sense of when to use the many tools of entrepreneurship:

Prediction

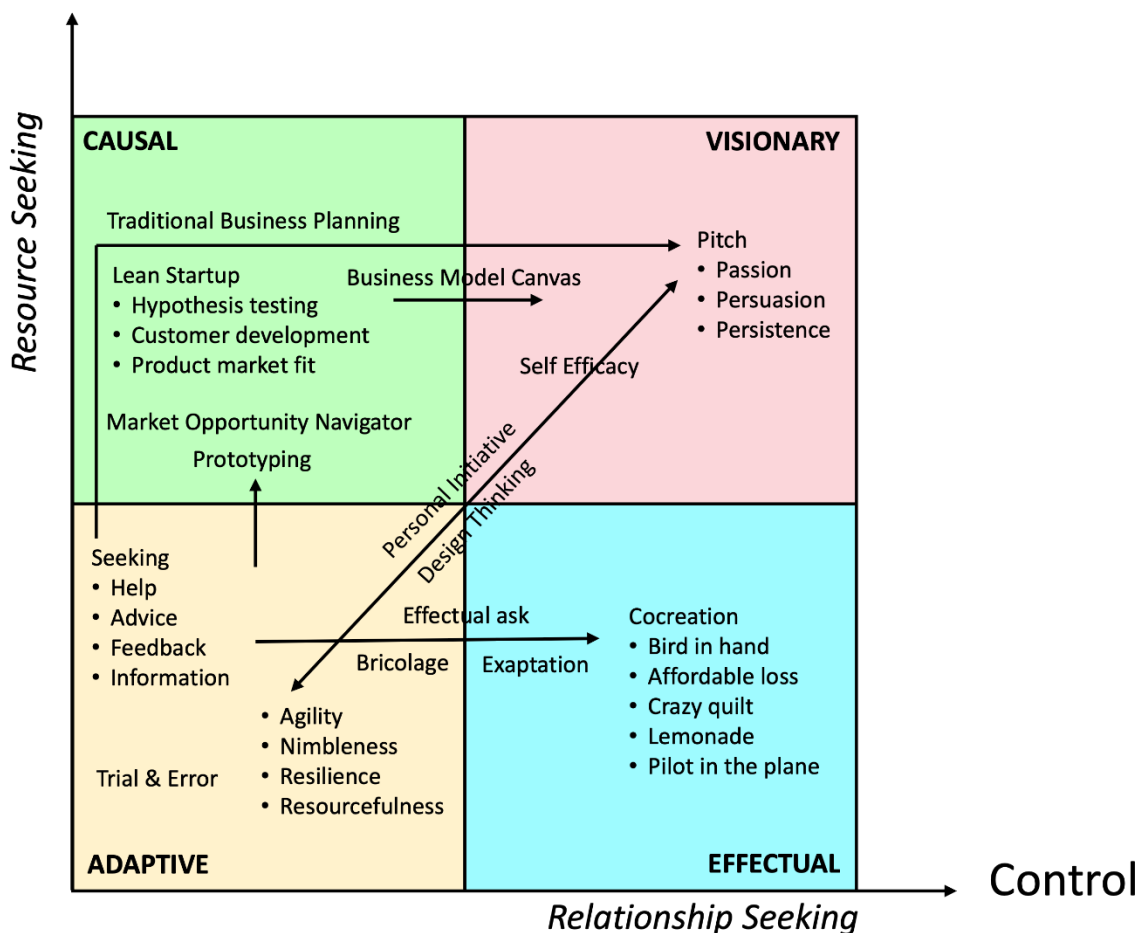


Image Source: 2024, *Lean Hypotheses and Effectual Commitments*, Sarasvathy

The second block of the workshop will include an introduction to Entrepreneurship for All - A free to use curriculum for teaching Entrepreneurship as a Method and adaptations that can be made to include Entrepreneurship as a Method in existing entrepreneurship curriculum.

The final component of the workshop will be a brief discussion of the possible applications for approaching universal entrepreneurship education including expansion at CTE's and elementary schools, relevant case studies to date, and joint paths for action.