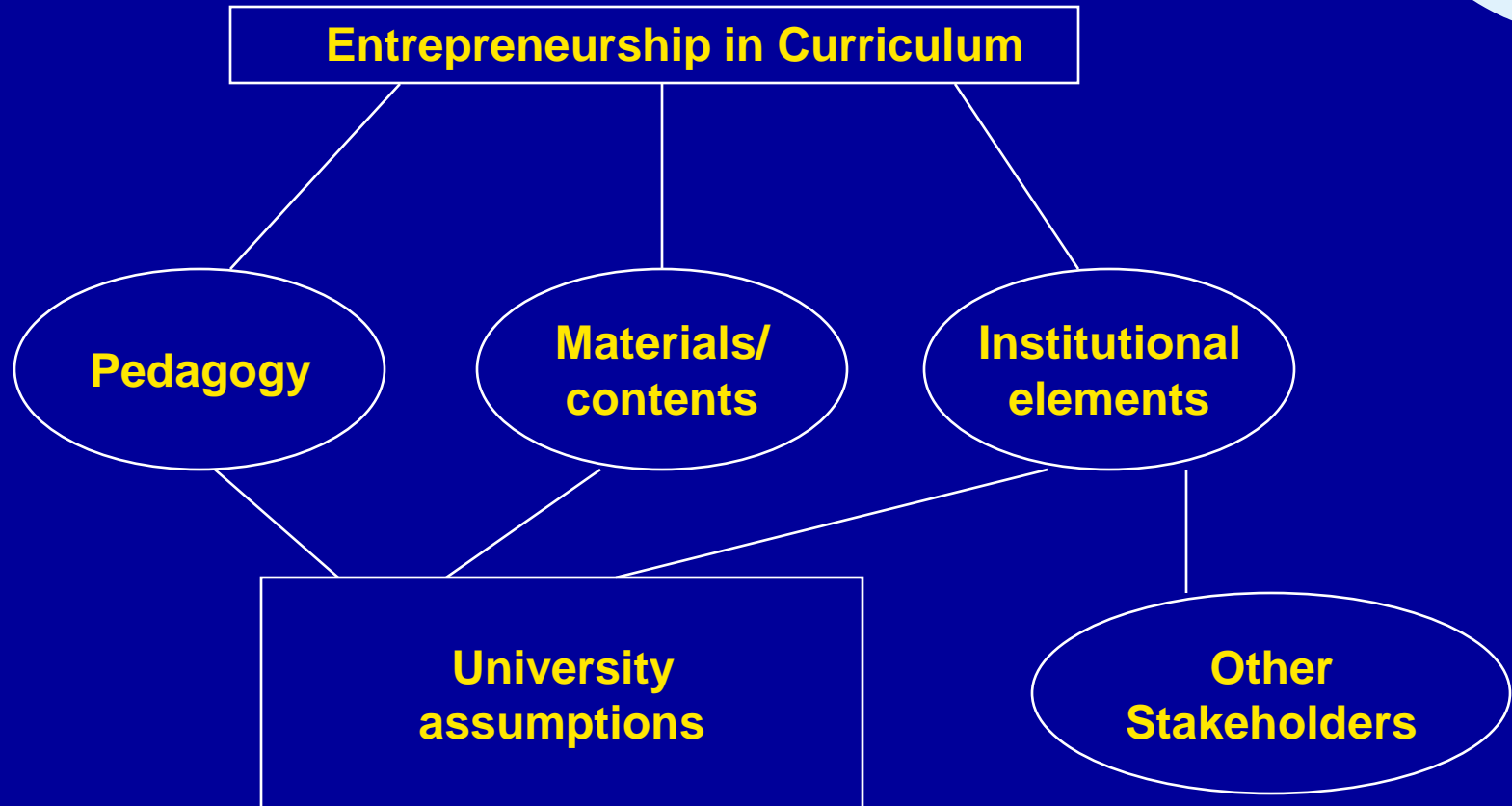


Entrepreneurship Education at Singapore Management University

Wee-Liang Tan

Singapore Management University

Entrepreneurship in Curriculum Universities



Policy makers
National considerations
Cultural considerations
Parents





OTHER CONSIDERATIONS

University-wide vs Programme Specific approaches

Direct specific course indirect approaches

Core vs electives

What about non business disciplines?



Desired outcomes & the curriculum



- Target — all students
- Audience — selected students
- What is Entrepreneurship?
- What do the stakeholders derive that the students achieve/attain?



At SMU

- Definition of entrepreneurship – wide

Entrepreneurship is the process of doing something new and/or different

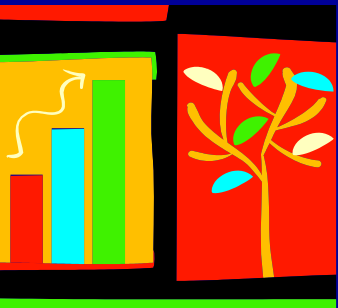
to create wealth for oneself and to add value to society



Defining entrepreneurship

Most universities are only motivated the same way notify-makers are-

- New ventures-technology based preferred
- Job/self-employment
- Contribution to the economy



- in startups
- in corporations
- in government



Political Entrepreneurs

“Can you thank Hon Sui Sen?...this is not administration, doing a job. This is

entrepreneurship on the political stage, on a national scale. We changed the

complexion of Singapore. ..

I put in Medisave in place. The CPF also has paid for all the infrastructure: our roads, bridges, airports, container ports, telecommunications, MRT, land reclamation.

An ordinary group of people would think that up? No, Mr Chiam, you are wrong. You need entrepreneurs.

My present contribution. If we don't go regional and sprout the second wing, our destiny will pass us by.

Lee Kuan Yew, 1994

Entrepreneurship at SMU

- In mission statement –

Mission

To create and disseminate knowledge. SMU aspires to generate leading edge research with global impact as well as to produce broad-based, creative and entrepreneurial leaders for the knowledge-based economy. SMU is committed to an interactive, participative and technologically-enabled learning experience. Towards this end, it will provide a rewarding and challenging environment for faculty, staff and students to kindle and sustain a passion for excellence.

In an elective

TECHNOLOGY & ENTREPRENEURSHIP REQUIREMENT – 2 COURSE UNITS

You must choose Computer as an Analysis Tool and one course from the following *:

Technology-related

- IT and the Law
- Data Management
- IS Software Foundations
- Intelligent Organisations

Entrepreneurship-related

- Entrepreneurship & Business Creation
- Experiences in Small Business Consulting
- Entrepreneurial Finance

* The list of courses provided is not exhaustive.

In a “major”

Management major

2 core + 3 electives

Core = Entrepreneurship & Business Creation
Entrepreneurial Management

Electives = For example

Experiences in Small Business Consulting;

Corporate Creativity

Social Entrepreneurship





The Environment

- Curriculum but one aspect
 - The environment plays a part
 - Socio-cultural factors [Begley & Tan, 2001]
 - Politico-economic factors [Begley, Tan & Schoch, 2003]

SMU Entrepreneurship Infrastructure

Infrastructure Elements

1. Knowledge
2. Information
3. Assistance
4. Resources

(Tan, Tan and Young, 2000)

Illustrations

- SMU BiG
- UOB-SMU Entrepreneurship Alliance Centre
- Lien Foundation Centre for Social Innovation
- Initiatives in Social Entrepreneurship