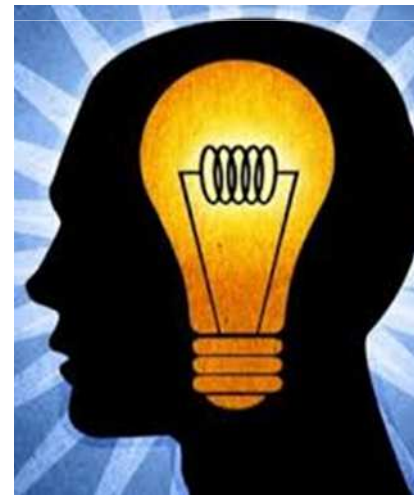


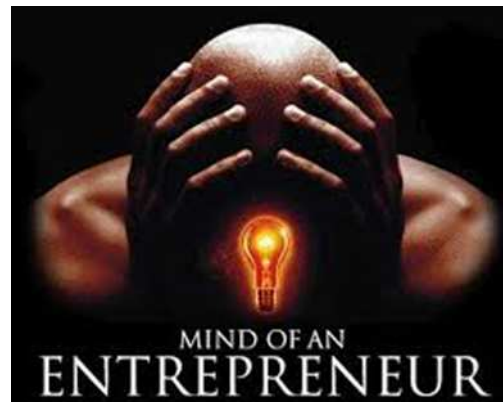
Can entrepreneurship be taught ?!



- Need to clearly define “entrepreneurship”



- Management is not entrepreneurship even if entrepreneurship requires to know some basic management techniques and not just be “aware” of the management



- To undertake, is to “transform dreams into reality” hence, it is not only necessary to have the capacity to dream but also the capacity to execute the dreams at the same time, which is much rarer.



Identification of the four stages of thinking and action process of the entrepreneur

- 1) The dream, the brilliant idea which arouses excitement, and a flow of adrenalin;
- 2) Writing of the concept which still gives pleasure;



Identification of the four stages of reflection and action process of the entrepreneur

- 3) Achievement of the objective which gives anxiety;
- 4) The resilience, opposition to obstacles and to attacks which gives suffering.



- Majority of the people cannot become an entrepreneur OR do not want to be an entrepreneur, simply because they do not want to struggle!

- In Rome, the most protected status was being a slave!
- The nobles risked themselves to die fighting and the merchants took the risk to be attacked, killed and to be looted.



- In developed countries, the most envied status is that of a salaried employee with job security and unemployment cover.
- The entrepreneur takes the risk of losing his own money, losing his family and be ruined without social security cover.

- to be an entrepreneur, is thus to accept to die or accept the idea of dying

Example of the warrior

- The leader who takes the risk hoping he is going to win.



Example of the saint

- The leader who sacrifices himself for others in total awareness



Most of the cases encountered in Business Schools

- Masters programs called “Entrepreneur Programs” but which in fact are Management Programs in 90% of the cases.
- Programs which emphasize development of the school brand in large organizations rather than in the creation of new companies.
- The majority of existing programs are “fake” entrepreneurship programs.

The prerequisite conditions to qualify so as to be called as “Entrepreneurship” program

- The recruitment of students goes through an efficient system of detection owing to the failure of conventional evaluation methods
- Teaching ‘Values’, ‘Faith’ and Philosophy
- Support and care for personal development
- Support for projects fostering creation and entrepreneurship of students



CONCLUSION

- Contrary to the concept prevailing among the students, the entrepreneur must be one who serves others and not his own self.



CONCLUSION



- Hence, the Entrepreneurship Program must simultaneously be about :
 - Social skills (being comfortable with oneself, empathy, accepting risk, conceptualization of death)
 - True knowledge (philosophy, ethics, religion)
 - Support