

Teaching Entrepreneurship to Undergraduates

Colin Jones

University of Tasmania, Australia

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'Reading this book will greatly help educators in the field of entrepreneurship. As stated by Colin Jones the title could be How to Allow Students to Learn About Entrepreneurship. It means that the author has adopted a student-centric approach emphasizing learning processes in entrepreneurship. The book and its main ideas have emerged from a personal journey combining entrepreneurial and educational experiences. Above all, this book is a fascinating and reflexive approach on how entrepreneurship education should be thought and delivered.'

– Alain Fayolle, EM Lyon Business School, France

'It is with delight that I endorse Dr Jones' application of entrepreneurship education in the context of undergraduates. A theory to practice philosophy is maintained, as well as enhancement of the entrepreneurship-directed approach to learning based on the idea of experiential learning, in which new activity produces a new experience and new thinking through reflection.'

– Alex Maritz, Swinburne University of Technology, Australia

'Teaching Entrepreneurship to Undergraduates is a mandatory read for all academics who love teaching, and will stimulate discussions and further enquiry on teaching in higher education for many years. This groundbreaking and practical book provides a unique and superior conceptualization of entrepreneurship education, creating a more student-centric approach to learning, not a lecturer-centric approach to teaching. This book focuses on how entrepreneurial educators, and any university faculty, could become much more effective at teaching by adopting this new perspective on education, its objectives and its outcomes.'

– Morgan Miles, Georgia Southern University, USA

'Colin Jones hits some nails firmly on the head in this enlightening text. Driven by learning and accepting of the fact that contexts change, often at great pace, his writing is firmly placed in the heads of the people who need these experiences, learners who not only need to recognise future opportunities but to reap the benefits of realizing them in meaningful ways. He has been there, wears the t-shirt of failure with pride and develops thoughtful 'spaces' in which we can reflect and move on. More importantly, Jones' position as meddler in the middle now extends beyond his classrooms and conference presentations, providing us with a text that I thoroughly recommend to you.'

– Andy Penaluna, CEO Enterprise Educators UK

Colin Jones is Senior Lecturer in Entrepreneurship at the University of Tasmania, Australia.

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The Lypiatts, 15 Lansdown Road
Cheltenham, Glos, GL50 2JA, UK

Tel: +44 (0) 1242 226934 Fax: +44 (0) 1242 262111
Email: info@e-elgar.co.uk

William Pratt House, 9 Dewey Court
Northampton, MA 01060, USA

Tel: +1 413 584 5551 Fax: +1 413 584 9933
Email: elgarinfo@e-elgar.com

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