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Help Students to Learn and Think Outside the Box with Entrepreneurship Education

November 3, 2011



Research Seminar

Friday November 11th 11:00am-12:30pm

College of Business Administration Room 2251

Help Students to Learn and Think Outside the Box with Entrepreneurship Education

Abstract

Given the significantly increasing trend in entrepreneurship development, it will be essential for educators to prepare students to gain knowledge, information, training and skills that fit into unique profiles of entrepreneurial firms around the world. The increasing demand of entrepreneurship education relates to a new vision of what the successful enterprises of the future look like. Educators in various disciplines, in business schools and non-business schools, start searching for an innovative and balanced curriculum to assist students to become more competitive in a growing job market. The key questions for educators are: (1) Can we actually teach entrepreneurship? (2) How and what should we teach in entrepreneurship? This seminar presents a unique Community Entrepreneurship program created and implemented in the College of Agriculture in 2001. Dr. Liang will introduce the history of the program, the procedures to create and implement the program, curriculum and degree requirements for major and minor of Community Entrepreneurship, and managerial strategies to stimulate cross-college collaboration. Examples of innovative and research-based teaching pedagogy will also be shared with the audience.

About Kathleen Liang

Dr. Kathleen Liang is an award winning educator who has committed her research, teaching, and outreach to Community Entrepreneurship. Dr. Liang received her M.S. and Ph.D. degrees in Agricultural Economics from Purdue University. She had taught at the Krannert Graduate School of Management and

School of Management at Purdue University, and worked as an Extension Economist in the Panhandle Research and Extension Center at the University of Nebraska. Since 1998, Dr. Liang joined the faculty of the Department of Community Development and Applied Economics at the University of Vermont, and has published and presented over 70 peer reviewed articles related to Community Entrepreneurship and innovative enterprise development strategies. Dr. Liang has received numerous teaching and research awards, including the 2011 University Kroepsch-Maurice Excellence in Teaching Award, and the prestigious USDA AFRI grant (2011 to 2014, \$472,669) to study multifunctional farm operations among small and medium sized farms in the US