**In Partnership With**



**DYNAMIC ENTREPRENEURSHIP CLASSROOM**

**Over 200 faculty have participated in this annual program**

A key element in developing entrepreneurship in Russia is in identifying those individuals and institutions involved in entrepreneurship education and provide them with a comprehensive introduction to effective techniques in the teaching of entrepreneurship. Exposing business school faculty to practical, skills-based instruction for entrepreneurs will enhance the ability of these educators to provide critical training to potential entrepreneurs, who can then go on to develop companies that create sustainable jobs.

***Objectives of the Dynamic Entrepreneurship Classroom***

• **Help** those who are new to teaching entrepreneurship, including both faculty and practitioners to learn best classroom practices;

• **Give** participants an opportunity to actually develop a syllabus for a new entrepreneurship course, with helpful critiques from experienced entrepreneurship faculty;

• **Capture** the experiences of those who came to the teaching of entrepreneurship from diverse backgrounds, and share lessons learned from the transition;

• **Introduce** a number of highly creative and effective experiential learning approaches, ranging from case studies, business plans and the use of practicing entrepreneurs in the classroom to having students “Learn to Play – Play to Learn.”

• **Apply** a simple but powerful framework for organizing the content within an entrepreneurship course;

• **Demonstrate** effective teaching approaches by observing master teachers;

• **Share** ideas on specialty topics in entrepreneurship education, such as how to kick off a class, creative mentoring programs, and much more; and

• **Expose** participants to a rich resource base and help them create a network of sharing faculty

***Agenda***

**Day One Day Two Day Three**

**Frameworks For Instruction**

 *Is There Content in*

*Entrepreneurship?*

 *The Experiential Toolkit*

 *Introduction to Entrepreneurship Course: The Process, Logic and Flow of Teaching*

 *Reception*

**Communicating The**

**Entrepreneurial Process**

 *Secrets of a Really Great Lecture*

 *Business Models, Entrepreneurial*

*Audits and Marketing Inventions*

 *Building a Successful*

*Entrepreneurship Program*

 *Trends and Developments in Entrepreneurship Education in Russia*

**Power Of Experiential Learning**

 *Innovation Exercise (Flying*

*Device)*

 *Using Entrepreneurs in the*

*Classroom*

 *Learn to Play - Play to Learn*

 *Certificates to Participants*

***The Facilitators***

Dr. Ray Smilor, an internationally recognized expert on entrepreneurship. Dr. Smilor is the Executive Director of the Beyster Institute at the University of California, San Diego Rady School of Management, which has extensive experience in designing and delivering entrepreneurship programs in many countries, including Russia. Ray has authored or edited thirteen books on entrepreneurship, including, *Daring Visionaries: How Entrepreneurs Build Companies, Inspire Allegiance, and Create Wealth.*

Michael Morris holds the Witting Chair in Entrepreneurship at Syracuse University and serves as Chairman of the Department of Entrepreneurship & Emerging Enterprises. A widely published author and researcher, Dr. Morris has written four books and over 100 academic articles. He is a former Fulbright Scholar (South Africa, 1993). In 2004, he was recognized by the Syracuse MBA Class as the Outstanding Professor and has also received the Oberwager Prize, for impacting students beyond the classroom.

Minet Schindehutte is Associate Professor in the Department of Entrepreneurship and Emerging Enterprises in the Whitman School of Management at Syracuse University. Dr. Schindehutte has published her research in the *Journal of Small Business Management*, *Business Horizons, Journal of Business Research, Journal of Small Business Strategy, Journal of Business Ethics, Journal of Marketing Theory and Practice*, and others. Her current research interests include the interface between entrepreneurship, innovation and strategy, entrepreneurship under conditions of adversity, factors affecting performance and the role of values in entrepreneurial companies.