

Proceedings
Teaching Entrepreneurship to Engineering
Students

Engineering Conferences International

Year 2003

International Entrepreneurship
Education

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***International Entrepreneurship
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 - VPAA, James Madison University
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Outline

- ❖ Driving forces
- ❖ Entrepreneurship and study abroad
- ❖ What the world wants of Americans
= jobs and global social responsibility
- ❖ Characteristics of internationally- minded,
engineers: “soft” and “hard” skills
- ❖ Conclusion

Driving forces

- ❖ Need to develop products and services for markets outside the US
- ❖ Need to work well with people from varying cultural backgrounds
- ❖ Need to admit growing competitive superiority of industries in other countries

Entrepreneurship and study abroad

- ❖ Engineering students don't have international exposure + the gender gap
- ❖ What motivates students to study overseas are the characteristics needed by entrepreneurs
- ❖ Risk taking as an essential ingredient for entrepreneurship

Q. What does the world want of Americans?

- ❖ A. Jobs. Are US students educated to be job seekers or job creators?
- ❖ US is the “land of opportunity”
- ❖ A. Social responsibility. Are we educating for social entrepreneurship?
- ❖ US is the country where we do the right thing.

Internationally minded, entrepreneurial engineers

- ❖ Attitudes
- ❖ Communication strategies
- ❖ Cultural understanding
- ❖ Multinational hot-button issues

Conclusion

❖ If we engage more engineering students in international experiences we will have enabled a new generation of engineers to realize their full professional potential and apply it in satisfying and responsible ways.