



“Lessons from Hollywood”

~ An International Competition for Entrepreneurship Educators ~

Using film to support teaching objectives is not new. What is new is the objective of using movie clips for the purpose of teaching specific attitudinal and behavioral aspects of entrepreneurship that cannot be conveyed by the experiential pedagogies traditionally used to teach entrepreneurship (e.g., business plan, case study, internship, guest speakers, etc.). Instead of requiring students to watch a full length film, it is proposed that carefully selected video clips (each no more than 3 to 5 minutes in length) from well known films be used to teach specific entrepreneurial competencies such as risk-taking, pro-activeness, innovativeness, etc.

Although student responses to this teaching approach have been overwhelmingly positive, there are typically a number of obstacles that impede the effective use of film in the entrepreneurship classroom:

- Firstly, selecting and capturing the video clips is enormously time-consuming, and to construct a database of suitable video clips that could properly support teaching of these competencies is beyond the scope of an individual faculty member.
- Secondly, it seems unreasonable to invest all the time, money and energy in creating a video clip data base for personal use only. Broader dissemination and sharing of this valuable resource so that other faculty would not have to duplicate the effort make more sense. Yet this requires an additional investment in resources from the person developing the database.
- It is plausible that other faculty have developed video clips that are effective for teaching one or more entrepreneurial competencies. Pooling resources by creating a central database that all entrepreneurship educators can access could potentially cover multiple competencies or have a variety of options for a single competency.
- Lastly, although most instructors appreciate the potential that film or video clips have to enhance the classroom, uncertainty about how to create a connection between the clip and content or an inability to find suitable films for classroom use, limits the potential usefulness. As a result, some instructors use film clips merely as ‘eye candy’ or as a way to bring life to the boring routine of lectures -- without ever linking the clips to content. Only a very few have discovered the full potential that film clips have to spawn a sense of adventure, exploration, and insight — and they do so by carefully crafting a teaching strategy that incorporates film as an important vehicle for conveying the subtleties of entrepreneurial behavior.

In an effort to overcome some of these constraints, an international competition “Lessons from Hollywood” will be launched on November 15, 2005 by the Department of Entrepreneurship and Emerging Enterprises (EEE) at Syracuse University (SU). Over a period of five months, Entrepreneurship Educators will be encouraged to submit entries to this competition. Entries will consist of a movie clip and supplementary materials in which the author explains how the clip relates to a specific topic in an entrepreneurship course. Additional information about the process for submitting entries to the “*Lessons from Hollywood*” competition is available on the EEE website at <http://whitman.syr.edu/eee/falcone/film>.

Information associated with entries in the “*Lessons from Hollywood*” competition will be captured in an online depository for movie clips about entrepreneurship (E-MCDB) that will be hosted by Syracuse University. The E-MCDB collection will be organized by individual entrepreneurial competencies, each of which will be associated with a description of the movie clip and a lesson plan. Additionally, each lesson plan will have a one page “viewing guide” that can be copied and given to students -- helping to direct their focus and attention while they watch the video clip in class. This information will be updated continually and will be accessible to entrepreneurship educators. Access to the E-MCDB would be free of charge and will vary based on level of membership.

To encourage early entries and to provide a forum for sharing information about using film in the entrepreneurship classroom, Syracuse University will be facilitating a workshop at the USASBE 2006 conference in Tuscon (AZ) on January 12-15, 2006. Three of the best entries to the “*Lessons from Hollywood*” competition received by December 22, 2005 will be selected for presentation during this workshop session, entitled “Best Practices for the Use of Film to Teach Entrepreneurship”. SU will announce which entries will be presenting on January 1, 2006. Workshop participations have an opportunity to learn from the experiences of three presenters who are contenders for an award as “the most innovative user of film”—based on the most effective use of a movie clip during the workshop. Attendees at the workshop will vote for the presentation that reflects the most innovative and effective use of a film clip to teach an entrepreneurial competency. The presenter selected through this process will receive a certificate of recognition. Entrants are not required to attend the USASBE 2006 conference in order to participate in the “*Lessons from Hollywood*” competition or to qualify for the grand prize (\$1,000).