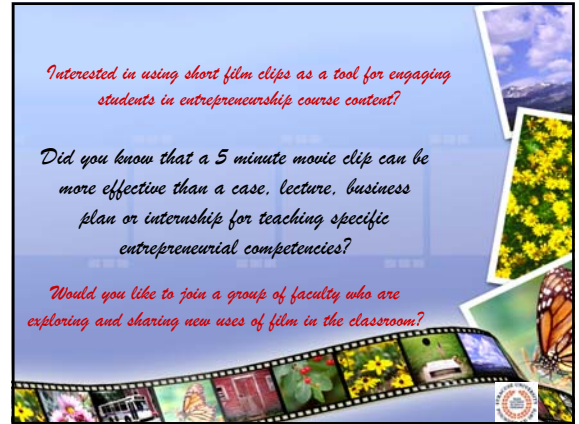




“Lessons from Hollywood”

An International Competition for
Entrepreneurship Educators



Interested in using short film clips as a tool for engaging students in entrepreneurship course content?

Did you know that a 5 minute movie clip can be more effective than a case, lecture, business plan or internship for teaching specific entrepreneurial competencies?

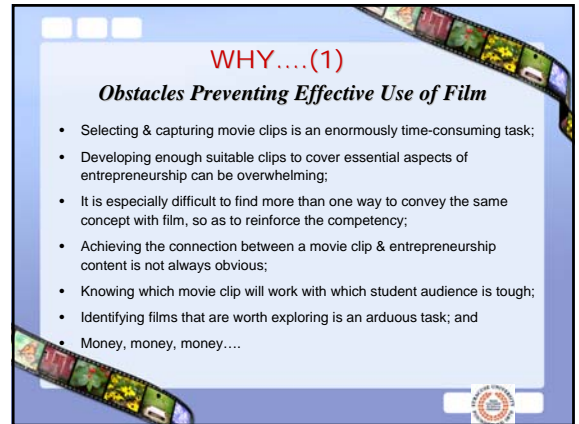
Would you like to join a group of faculty who are exploring and sharing new uses of film in the classroom?



WHAT....

The “Lessons from Hollywood” Competition

- Educators submit their favorite movie clips covering entrepreneurship competencies to the “Lessons from Hollywood” competition;
- Competition entries are included in an online movie clip database;
- Each movie clip will be associated with a “lesson plan” that links the movie clip to aspects in entrepreneurship;
- The best competition entry qualifies for an award of \$1,000;
- Contributors to the database become members and will have free access to the database contents.



WHY....(1)

Obstacles Preventing Effective Use of Film

- Selecting & capturing movie clips is an enormously time-consuming task;
- Developing enough suitable clips to cover essential aspects of entrepreneurship can be overwhelming;
- It is especially difficult to find more than one way to convey the same concept with film, so as to reinforce the competency;
- Achieving the connection between a movie clip & entrepreneurship content is not always obvious;
- Knowing which movie clip will work with which student audience is tough;
- Identifying films that are worth exploring is an arduous task; and
- Money, money, money....



WHERE...(1)

Entrepreneurship Movie Clip Data Base at SU

Broader dissemination & sharing of a potentially valuable resource so that others would not have to duplicate the effort make more sense!!!

- Syracuse University (SU) is organizing the “Lessons from Hollywood” competition which will run from Nov 15, 2005 to March 1, 2006;
- SU will create and host a searchable online movie clip data base for entrepreneurship (E-MCDB) on its *Entrepreneurship & Emerging Enterprise* website;
- Entrepreneurship educators will get free access to the database via three different membership levels;
- Membership levels will be determined by level of contribution made to E-MCDB.

Each submission to E-MCDB will acknowledge “author” & affiliation.



WHERE...(2)

An Opportunity to Share & Learn More

- Three invited presenters will share their movie clips & lessons during the workshop “Best Practices for Using Film in the Entrepreneurship Classroom” on 1/14/2006;
- Organizers of the workshop & the three presenters will discuss practical issues in creating & using movie clips;
- Attendees will vote for the presentation that most effectively use film to illustrate entrepreneurial competencies;
- The winning presenter at the conference will receive a certificate of recognition;
- All competition entries received from 11/15/2005 to 3/1/2006 qualify for the grand prize of \$1000.

Attendance at the USASBE 2006 conference is not a requirement for participation in the “Lessons from Hollywood” competition.

WHEN...

Key Deadlines & Timeline

- Nov 15, 2005: "Lessons from Hollywood" Competition Kick-off
- Dec 22, 2005: Last date to be considered for presentation at USASBE
- Jan 1, 2006: Announce three presenters for USASBE 2006 workshop
- Jan 14, 2006: Three presentations during the workshop at USASBE
- Mar 1, 2006: Last date to enter "Lessons from Hollywood" competition
- April 1, 2006: Winner of the \$1000 award is announced
- June 1, 2006: Level 1 access (movie titles & topic) on E-MCDB
- July 1, 2006: Level 2 access (movie description & lesson) on E-MCDB

HOW...

To Enter the Competition

Each competition entry should consist of the following elements:

1. The movie clip (3-5 minutes maximum);
2. One page description of the scene in the movie clip with keywords;
3. One page proposal (or "lesson plan") that explains how the clip relates to a specific topic in an entrepreneurship course;
4. Permission to share elements associated with each entry with entrepreneurship faculty via E-MCDB.

There is no restriction on the number of entries per person.

THE NEXT STEP...

Submitting Your Entries for the Competition

Entry forms, submission requirements & more details about the competition are available on the "Lessons from Hollywood" competition website at Syracuse University's Entrepreneurship & Emerging Enterprises program:

<http://whitman.syr.edu/eee/falcone/film>

~ Just think about it ~

Soon you'll be able to share in a collection of tried & tested movie clips about entrepreneurship...

Please feel free to contact Minet Schindehutte at Syracuse University with any questions, comments or suggestions:
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