

"Best Practices for Using Film in the Entrepreneurship Classroom"

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Outline of Session

- Introduction
 - Existing film/video resources
 - Why use short movie clips
- Demonstration of Three Different Approaches
 - Joe Anielo (Tucker)
 - Les Carter (Waldo's Last Stand)
 - Minet Schindehutte (Patch Adams)
- Analysis of the Three Examples
 - Tips for effective use of movies
- "Lessons from Hollywood" Competition
- Q & A

Existing Video Resources for Teaching Entrepreneurship



The screenshot shows the Cornell University e-Clips website. The main heading is "e-Clips: Cornell's Premiere Digital Video Clip Collection". Below this, it states "Covering Everything You Need to Know in Business, Entrepreneurship, and Leadership". The page features a grid of small video thumbnails and a search bar. The website is displayed in a Microsoft Internet Explorer browser window.

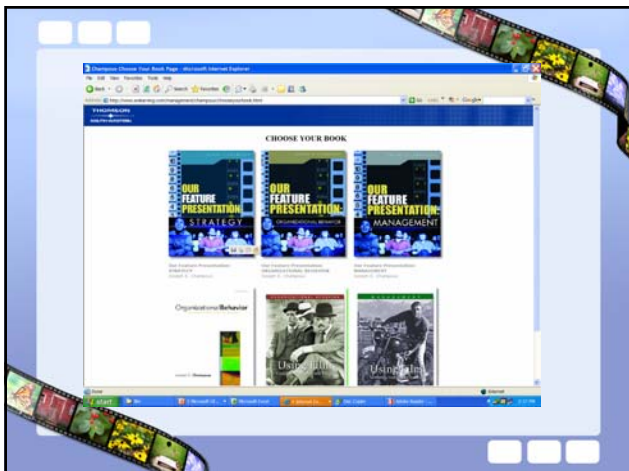



The screenshot shows the Educators Corner website, which is part of the Stanford Technology Ventures Program. The page has a red header with the logo and title. It includes a search bar, a login section, and several content areas: "New! Podcasts now available", "Highlights" featuring a video clip about "LARRY PAGE, CO-FOUNDER OF GOOGLE, AND THE SEARCH FOR A DREAM", and "MORE RESOURCES" with links to "STVP LINKS" and "FEEDBACK". The website is displayed in a Microsoft Internet Explorer browser window.



Other Resources on Movies & Entrepreneurship Education

<p><u>Van Gelderen & Verduyn</u> Entrepreneurship in the Cinema <i>JJEE 2003 vol 1 issue 4</i> Feature Film</p>	<p><u>Champoux</u> Our Feature Presentation: <i>Thomson South-Western</i> Our Feature</p>
<p><u>Swartz</u> Swim with the sharks or sleep with the fishes http://www.marketingpower.com/ content24967.php The professor</p>	<p><u>Champoux</u> Seeing & valuing diversity through film <i>Educational Media International 1999, Vol 36 (4): 310-316</i> This is a feature presentation</p>

Tucker: The Man and His Dream

Joe Anielo
 Executive Director of Donald E. Kelley Small Business Institute
 Francis Marion University




Lessons from Tucker

The Entrepreneurial Spirit (pros & cons)

- philosophy; attitude; values; belief system
- enthusiasm; energy; excitement; focus
- passion; idealism; commitment; dedication

The Entrepreneurial Process (vs. product)

- it's more than just the disciplines of Business
- it's the how and why things are done



Waldo's Cabaret

Les Carter
St. Edward's University
Austin, TX



Lessons from Waldo's Cabaret

1. Purpose
 - Reinforce purpose and use of business plan
 - Provide a humorous alternative to a typical case
 - "Break" the class into several segments
2. Target Audience and Timing
3. Discussion Topics
 - Personnel /Marketing/ Ethics/ Product & Service/ Finance, etc.
4. Recommendations
5. Results
 - Promoted stimulating discussion
 - Reinforced elements of the business plan
 - Diversified classroom activities



Tips for Effective Use of Movies

- Editing & capturing movie clips
- Suggested length of movie clip
- Format of movie clip (clip.mov versus clip.wmv)
- Entertainment versus integration with course content
- Planning for pre- & post-viewing
- Connecting clip & content
- Types of movies that work well
- Dealing with time requirements

Samples of Movies for Entrepreneurship Education

<p>Full length movies</p>	<p>Movies by competency</p>
<p>Movies by topic</p>	<p>Foreign language films</p>

The "Lessons from Hollywood" Competition

- Educators submit their favorite movie clips
- Competition entries available in a searchable online movie clip database
- Each movie clip associated with a "lesson plan" that links the movie clip to entrepreneurship topics
- The best competition entry get an award of \$1,000
- Access to the movie clip database hosted by SU
 - Level 1 access: unlimited, unrestricted access to all movie titles
 - Level 2 access: Level 1 + lesson plan (submit one to share all)
 - Level 3 access: Level 2 + movie clip (prevailing copyright permissions)

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

Key Deadlines & Timeline

- Dec 31, 2005: Last date for submissions for USASBE 2006
- Jan 1, 2006: Announce presenters for USASBE workshop
- Jan 12-14, 2006: Presentations during workshop at USASBE 2006

- Mar 1, 2006: Last date for submissions for "Lessons from Hollywood"
- April 1, 2006: Winner of the \$1000 award is announced
- June 1, 2006: Level 1 access (movie titles and topic) on MCDB
- July 1, 2006: Level 2 access (movie description and lesson) on MCDB

Q & A

*We don't read and write poetry because it's cute.
 We read and write poetry because we are members of the human race.
 And the human race is filled with **passion**.
 And medicine, law, business, engineering,
 these are noble pursuits and necessary to sustain life.
 But **poetry, beauty, romance, love**, these are what we stay alive for.*

– Robin Williams in Dead Poet's Society –