

BEST PRACTICES FOR USING FILM IN THE ENTREPRENEURSHIP CLASSROOM

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ABSTRACT

This workshop will cover different aspects related to the use of film in the entrepreneurship classrooms. A national competition will be launched to collect submissions from potential participants. The three best submissions will be selected for presentation during the workshop, culminating in an award for the most innovative user of film. Specific instructional techniques will be enacted, allowing entrepreneurship educators to experientially visualize this supplemental pedagogy. Discussion of a centralized film clip depository, and its benefits, will be included.

EXECUTIVE SUMMARY

Using film to support teaching objectives is not new. However, using video 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.) is a novel approach. 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. In so doing, instructors may enhance their abilities to teach, capture attention, and motivate students.

The objectives of the proposed workshop are three-fold: firstly, to facilitate information exchange between entrepreneurship educators who use film; secondly, to demonstrate how instructors can overcome obstacles preventing the effective use of film; and lastly, to create awareness of a central depository of film clips for entrepreneurship educators.

In order to gain alternative styles to exemplifying how short clips can be effectively incorporated in the classroom, participants for the session will be selected via a national competition. These instructors will briefly present their own methods and concepts of how film may be used to illustrate entrepreneurial nuances and behaviors. In so doing, workshop attendees may gain further creative pedagogical insights and provide feedback as to how techniques might be improved. Attendees will then vote to determine the most innovative and effective user of film.

Discussion during the workshop will center on ways to explicitly link film content and entrepreneurship concepts and the potential benefits of creating a centralized location from which instructors can access a large depository of film clips that specifically illustrates concepts that are uniquely associated with entrepreneurship. This is expected to be a critical, and novel, resource — allowing entrepreneurship instructors the ability participate in the building of a creative, visual database. Attendees will discover new frameworks for thinking about the use of film in the entrepreneurship classroom, thereby allowing them to develop a more systematic method for incorporating film clips into the entrepreneurship curriculum.