

# Handbook of University-wide Entrepreneurship Education

*Edited by*

**G. Page West III**

*Wake Forest University, USA*

**Elizabeth J. Gatewood**

*Wake Forest University, USA*

and

**Kelly G. Shaver**

*College of Charleston, USA*

**Edward Elgar**

Cheltenham, UK • Northampton, MA, USA

---

# Contents

---

<i>List of contributors</i>	vii
<i>Acknowledgements</i>	ix
1 Legitimacy across the university: yet another entrepreneurial challenge <i>G. Page West III, Elizabeth J. Gatewood and Kelly G. Shaver</i>	1
<b>PART I PHILOSOPHY AND THEORY</b>	
2 From commerce to culture: entrepreneurship in the mainstream <i>William Scott Green</i>	15
3 Advancing the authentic: intellectual entrepreneurship and the role of the business school in fine arts entrepreneurship curriculum design <i>Gary D. Beckman and Richard A. Cherwitz</i>	21
4 The microfoundations of entrepreneurial learning and . . . education: the experiential essence of entrepreneurial cognition <i>Norris F. Krueger, Jr</i>	35
5 Entrepreneurship as a liberal art <i>Jerry Gustafson</i>	60
<b>PART II PLANNING AND IMPLEMENTATION</b>	
6 Academic entrepreneurship: possibilities and pitfalls <i>Anthony Mendes and Cynthia Kehoe</i>	73
7 Entrepreneurship education: meeting the skills needs of graduates in Ireland <i>Briga Hynes, Michele O'Dwyer and Naomi Birdthistle</i>	95
8 Building an entrepreneurial university: a case study using a new venture development approach <i>K. Mark Weaver, Robert D'Intino, DeMond Miller and Edward J. Schoen</i>	107
9 Teaching entrepreneurship through science-oriented teams and projects: three case studies <i>Jed C. Macosko, A. Daniel Johnson and Sarah M. Yocum</i>	122
<b>PART III INTERSECTIONS AND PRACTICE</b>	
10 Balsamic vinaigrette: entrepreneurship in the arts and sciences <i>Kelly G. Shaver</i>	137
11 Interdisciplinarity in cross-campus entrepreneurship education <i>Frank Janssen, Valérie Eeckhout, Benoît Gailly and Sophie Bacq</i>	146
12 Lights, camera, action: advancing liberal arts values . . . entrepreneurially <i>Lynnette Claire</i>	166

13	Entrepreneurship simulation game seminars: perceived learning effects on natural science, liberal arts and business school students <i>Christian Lendner and Jutta Huebscher</i>	176
14	Intersecting entrepreneurship and law: an experiential learning exchange <i>Matthew M. Mars and Sherry Hoskinson</i>	191
15	Assessing the impact of entrepreneurship education: a methodology and three experiments from French engineering schools <i>Alain Fayolle and Benoît Gailly</i>	203
16	Leadership studies, civic engagement and entrepreneurship: exploring synergies on the practical side of liberal education <i>Samuel M. Hines, Jr</i>	215
	<i>Index</i>	233