Entrepreneurship education policies

Note by the UNCTAD secretariat

Introduction

1. In the 2009 issues note “Key components of entrepreneurship and innovation policy frameworks” (TD/B/C.II/MEM.1/6), presented at the second session of the multi-year expert meeting, the UNCTAD secretariat organized policies in six areas: general entrepreneurship policy, awareness and network building, access to finance, entrepreneurship education and skill building, research and development (R&D) and technology transfer, and regulatory framework. Education and skills development was highlighted as one of the key policy areas. The annexes provide a list of recommendations about policies or programmes to improve entrepreneurship education.
Figure 1

Key components of an entrepreneurship policy framework

- Coordination of national policies
- Enabling environment
- Institutional focal points (ministries, agencies, etc.)
- Performance targets
- Target groups
- Monitoring and evaluation

- Start-up, registration, and compliance costs
- Bankruptcy laws and restructuring
- Competition policies
- Environmental, health and safety standards

- Incubators, clusters, networks
- University-industry partnerships
- Technology upgrading
- SME-TNC linkage promotion
- Intellectual property rights

- Campaigns, awards, events
- Networks, mentors
- Information, counselling and advice
- Outreach to target constituencies

- Seed financing
- Loan guarantees
- Tax concessions
- Target groups

- Integration at all levels of education system
- Training of teachers
- Links with private sector
- Extra-curricular support

Key Components of an Entrepreneurship Policy Framework

- Regulatory environment
- Awareness and networking building
- R&D and technology transfer
- Access to finance
- Entrepreneurship education and skills
- General entrepreneurship policy
Annex 1

Summary of policy approaches for entrepreneurship education

<table>
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<tr>
<th>Policy approaches</th>
<th>Overview of recommendations</th>
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<tr>
<td>National strategy</td>
<td>• Identify the link between entrepreneurship education and other policy objectives (economic and social);</td>
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<td>• Determine how best to position entrepreneurship education – whether as a national strategy for entrepreneurship education and/or as a subset of other strategies (education, development, etc.).</td>
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<td>National policies</td>
<td>• Secure ministerial (entrepreneurship ministry or ministerial level coordinator) and/or head of government level commitment;</td>
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<td>• Ensure inter-ministerial coordination (working groups with include representatives of key stakeholder groups);</td>
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<td>• Develop specific policies for underserved groups (youth, women, etc.).</td>
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<td>Regional and local policies</td>
<td>• Target policies and funding specifically to needs at the local level;</td>
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<td>• Encourage local and regional governments to work with other stakeholders in the entrepreneurial ecosystem.</td>
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<td>Cross-country policies</td>
<td>• Encourage collaborations on entrepreneurship and entrepreneurship education across countries (leverage resources, experiences, etc).</td>
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<td>Developing and implementing policies</td>
<td>• Set the strategic framework in which schools and universities can work to implement programmes and activities within their institutions;</td>
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<td>• Collaborate with and provide incentives to individuals (champions), organizations (schools, companies, NGOs, foundations, etc.) and networks to follow-up on the strategy;</td>
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<td>• Establish implementation mechanisms (public or private agencies and/or foundations) to carry out strategies and policies through a set of coherent programmes;</td>
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<td>• Learn from pilot initiatives and then work to scale them across the country;</td>
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<td>• Establish Entrepreneurship Centres as hubs for entrepreneurship education</td>
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<td>Funding</td>
<td>• Facilitate a consistent and adequate level of funding for entrepreneurship education programmes;</td>
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<td>• Encourage partnerships between existing programmes and initiatives as appropriate to better leverage resources and expand impact.</td>
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Annex 2

Summary of key policy areas and programmes for entrepreneurship education

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<th>Action areas</th>
<th>Overview of recommendations</th>
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| Embedding entrepreneurship into education and training | Require entrepreneurship education at all levels:  
  • Primary (school books, games, online tools);  
  • Secondary (extracurricular activities, awareness campaigns);  
  • Vocational and higher education (courses & training programs, entrepreneurship centres);  
  • Ensure STEM skills (science, technology, engineering and math) are taught. |
| Curriculum development              |  
  • Support course development;  
  • Ensure the development of locally relevant course materials;  
  • Provide incentives, not only for the development, but also for the sharing of materials;  
  • Facilitate cross disciplinary programmes (not just in business);  
  • Encourage student led initiatives and activities to flourish. |
| Teacher development                 |  
  • Support the creation of entrepreneurship chairs/professorships at universities;  
  • Provide training in and incentives for using interactive teaching methods (case studies, games, projects, laboratories, etc.);  
  • Create networks for the sharing and exchange of practices;  
  • Facilitate and encourage private sector links with academia;  
  • Engage practitioners in the classroom. |
| Partnership with the private sector |  
  • Build the necessary infrastructure (including ICT);  
  • Leverage technology for education;  
  • Develop local suppliers through business linkages;  
  • Provide informal education to adults through entrepreneurship centres and foundations, particularly to underserved groups such as youth, women and those in rural communities. |
Appendix 3

List of recent reports on entrepreneurship education

**World Economic Forum**
- Educating the Next Wave of Entrepreneurs (2009)

**European Commission**
- Entrepreneurship in higher education, especially within non-business studies (2008)
- The Oslo Agenda (2007)
- Making progress in promoting entrepreneurial attitudes and skills through Primary and Secondary education (2004)

**OECD**
- Evaluation of Programmes Concerning Education for Entrepreneurship (2009)

**UNESCO & ILO**
- Towards an Entrepreneurial Culture for the Twenty-first Century (2006)

**European Foundation for Entrepreneurial Research**
- Universities as Entrepreneurial Hubs: A study of 22 Universities Across Europe and the United States (2008)
- Mapping of Entrepreneurship in German-Speaking Countries (2007)

**Global Entrepreneurship Monitor**
- A global perspective on entrepreneurship education and training (2010)

**Kauffman Foundation**
- The Future of the Research University (2009)

**National Council for Graduate Entrepreneurship**
- Leading the Entrepreneurial University (2009)
- Towards the Entrepreneurial University (2008)
- Good practice in enterprise development in United Kingdom higher education (2007)

**The Aspen Institute**

**Youth Business International**
- Youth Entrepreneurship: Recommendations for Action (2009)

**Other**