



**Investments in Entrepreneurship Education: How  
Entrepreneurial Knowledge is distributed.  
An Analysis of German and Swiss entrepreneurship  
educators.**

Dr. Jutta Guenther  
Dr. Kerstin Wagner

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# Entrepreneurship Education gains strong importance

- Entrepreneurship education has gained strong importance in Europe
- Various entrepreneurship curricula and programs, and professorships.
- Entrepreneurship education is widely applied at universities
- Why entrepreneurship education and entrepreneurial knowledge?
  - Founding of new ventures,
  - Promotion of employment prospects,
  - Technology transfer from university to market,
  - Development of technology based business plans.

## No Theoretical Set Approach

- No set approach of entrepreneurship education: new and outside traditional disciplines,
- Characterised by a lack of theoretical rigor,
- Theoretical approaches are rooted in other domains,
- Specific research in entrepreneurship education is still sparse,
- Courses/programs do not emphasize a certain domain and educators necessarily need to experiment with curricula.
- High diversity of target population of entrepreneurship programs and training

# Research Questions

Paper focuses on the following research questions:

- How and to what extent do universities invest in entrepreneurship education,
- How entrepreneurship education is implemented at the universities, and
- What contents of courses are covered in entrepreneurship courses at higher education institutions in Germany and Switzerland.

# Evolution of Entrepreneurship Education

## United States:

- Roots and initial starting point (today 2200 courses, 1600 schools)
- Entrepreneurial acting as one of the key factors of university education.
- Situation in **Europe** quite different: education and training initiated lately.

## Germany:

- University landscape has changed during the 1990s: subsequent creation of entrepreneurship chairs.
- 2007: 54 chairs and further positions which are vacant or planned.

## Switzerland:

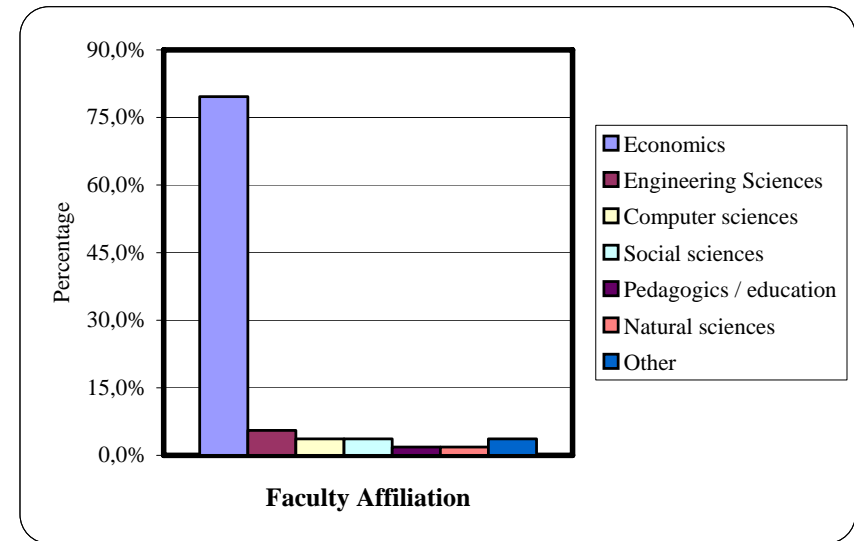
- Role of entrepreneurship chairs in Germany does not apply to Switzerland
- Three entrepreneurship chairs in 2007
- Mostly applied by professors and lecturers who integrate entrepreneurship elements into business' education and business planning
- Several advanced (vocational) trainings at universities

# Empirical Results

## Germany

### Faculty affiliation of Entrepreneurship chairs

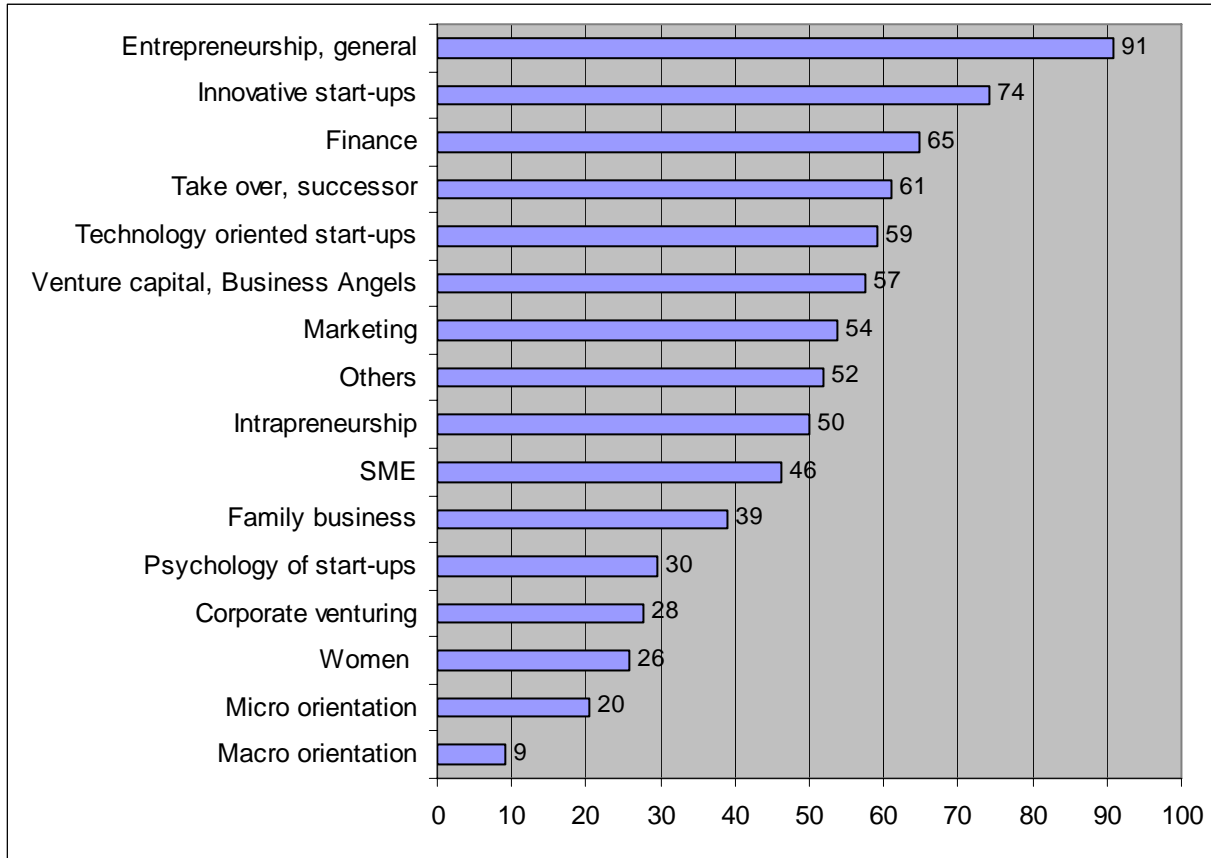
	Frequency	Percentage
Economics	43	79,6%
Engineering sciences	3	5,6%
Computer sciences	2	3,7%
Social sciences	2	3,7%
Pedagogics / education	1	1,9%
Natural sciences	1	1,9%
Others	2	3,7%
Total	54	100,0%



Switzerland:

Three entrepreneurship chairs in the field of economics

# Empirical Results



Germany

## Switzerland (entrepreneurship chairs)

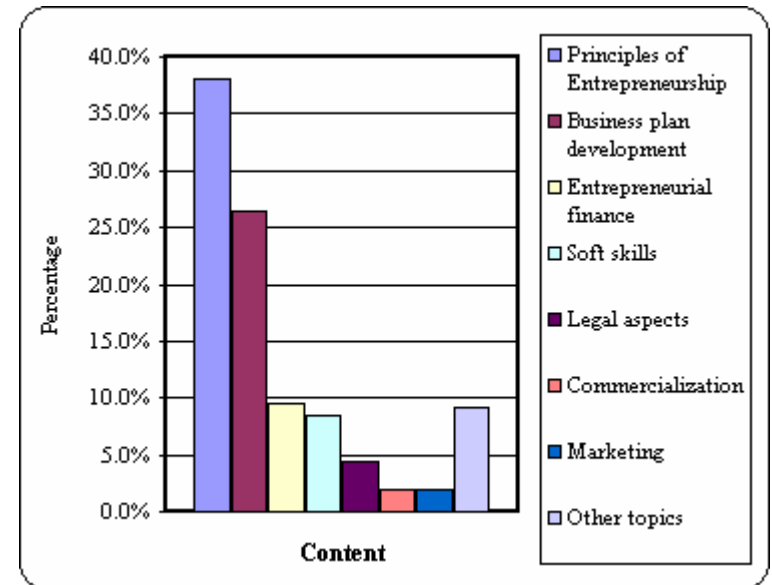
- entrepreneurship, small and medium-sized enterprises, family business
- new venture creation, opportunity recognition, marketing/commercialization of innovative technologies

# Empirical Results

## Germany

### Content of the courses

	Frequency	Percentage
Principles of Entrepreneurship (Introductory courses)	95	38.0%
Business plan development	66	26.4%
Entrepreneurial finance	24	9.6%
Soft skills	21	8.4%
Legal aspects	11	4.4%
Commercialisation	5	2.0%
Marketing	5	2.0%
Other topics	23	9.2%
Total	250	100.0%



## Conclusion

- Entrepreneurship education is growing in both countries
- Different HEI systems follow different approaches in the implementation of entrepreneurship education.
- Germany: Establishment of entrepreneurship professorships
- Switzerland: offer of entrepreneurship education through existing professors and lecturers within business related programs, still developing
- Stronger development of growth in education in natural sciences and engineering for technology based start-ups needed
- No „one fits it all“ approach

**Thank you for your attention!**

Dr. Jutta Guenther  
Halle Institute for Economic Research (IWH)  
Kleine Märkerstr. 8  
06108 Halle  
Germany  
phone +49 345 77 53 708  
jutta.guenther@iwh-halle.de

Dr. Kerstin Wagner  
Swiss Institute for Entrepreneurship  
University of Applied Sciences of East Switzerland HTW Chur  
Comercialstrasse 22, CH-7000 Chur  
Switzerland  
phone +41 81 286 39 82  
kerstin.wagner@fh-htwchur.ch