

**EMBEDDING A STIMULATING MODEL OF EXPERIENTIAL LEARNING INTO ENTREPRENEURSHIP  
EDUCATION**

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**ABSTRACT**

A major shift to experiential learning approach was developed remarkably in business education to confirm the importance of the practical approach of learning and its fundamental role. Educators are continuously challenged to endorse such experiential learning approach to bond the traditional theoretical learning approach to the learning by doing approach and in particular to develop the entrepreneurial education. It is crucial to continuously exchange the experiences and best practices of experiential learning models that can successfully stimulate the entrepreneurship learning. This study demonstrates a case study of experiential learning model that can be used to stimulate the learning for entrepreneurship education and it highlights as well the obstacles that educators may face when implementing such experiential learning approach. This model of experiential learning has proven successful and supportive for the students' learning of entrepreneurship education. It is recommended to ensure that both the educators and the students are well prepared and oriented in order to safeguard an effective application of such experiential learning model.

Keywords: *Entrepreneurship, Entrepreneurship Education, Business Education, Experiential Learning, Entrepreneurial Learning*