

## 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*

### 1. INTRODUCTION

Progressively the business schools tend to develop different educational tools to benefit and add value for their graduates for facing challenges of the global business environment. Exchanging best practices in entrepreneurship education is rising at a very fast pace and a main movement from the just traditional passive styles of learning to the experiential learning was developed remarkably in business education confirming the practical approach of learning by doing and its crucial role to develop entrepreneurial education (Landreth 2011; Kozlinska 2011; Piercy 2011; Buschlen 2013; Kozloski 2013; Taras 2013, Worku 2019).

Accordingly, educators are challenged to uphold such practical teaching methodology to support entrepreneurship education through sharing best practices, experiences and knowledge. The study sheds the light on the rational process of using experiential learning to uphold entrepreneurship education as well as the study explores the students' feedback regarding such approach. The study explores also the benefits and obstacles that educators may face when implementing such experiential learning approach.

#### Research Methods and Research Questions

The study is an exploratory research based on a case study approach to demonstrate how experiential learning can be used for supporting learning effectiveness in entrepreneurship education through demonstrating a set of fourteen tasks that were used to engage practically the students who were studying an entrepreneurship course and each task will be illustrated along its learning outcomes.

The research questions that guide this study are as follows:

- How the experiential learning can help students to effectively learn entrepreneurship?
- What are the opportunities and challenges to implement the experiential learning for stimulating entrepreneurship education?
- How to support the effective embedding of the experiential learning to stimulate entrepreneurship education?