

# Entrepreneurship and Innovation Education at University Level

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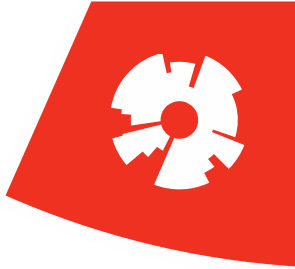
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# What is entrepreneurship?

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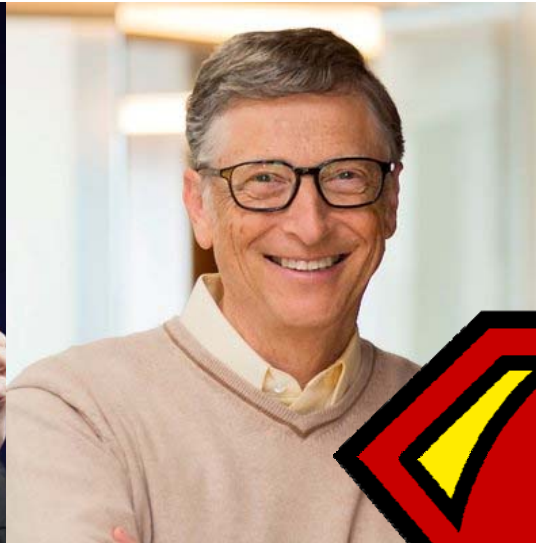
*Entrepreneurship is “**not** just about new company, capital and job formation, nor innovation, nor creativity, nor breakthroughs. It is also about **fostering an ingenious human spirit** and improving humankind” – Jeff Timmons*

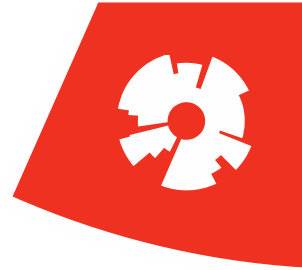
*Entrepreneurship in neither science nor art. **It’s a practice.** – Peter Drucker*

*Entrepreneurship **takes place in multiple cites** and spaces ... ‘neighbourhoods’, ‘communities’, or ‘circles’. [E]ntrepreneurship is a **matter of everyday activities** rather than actions of elitist groups of entrepreneurs. – Steyaert and Katz*

# Breaking away from the (male) super heroes!

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## Breaking away from 'managerialism'

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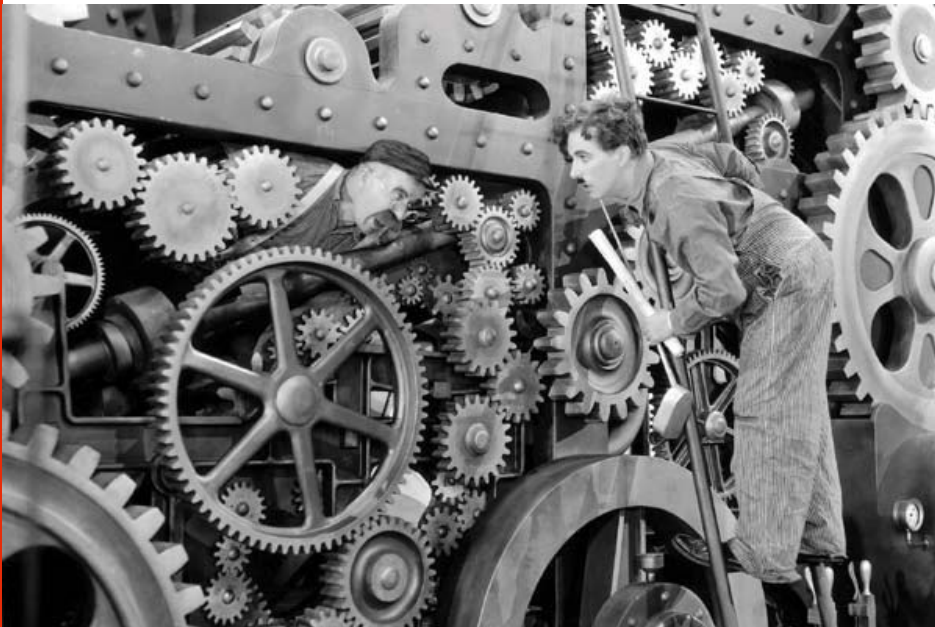
Playing on the borders of order and  
creativity:

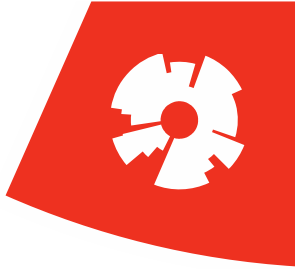
*homos ludens* before *homo oeconomicus*

**Tactics** before Strategy

**Means** before Ends

**Heterotopic** spaces before ordered places





# What can you become?

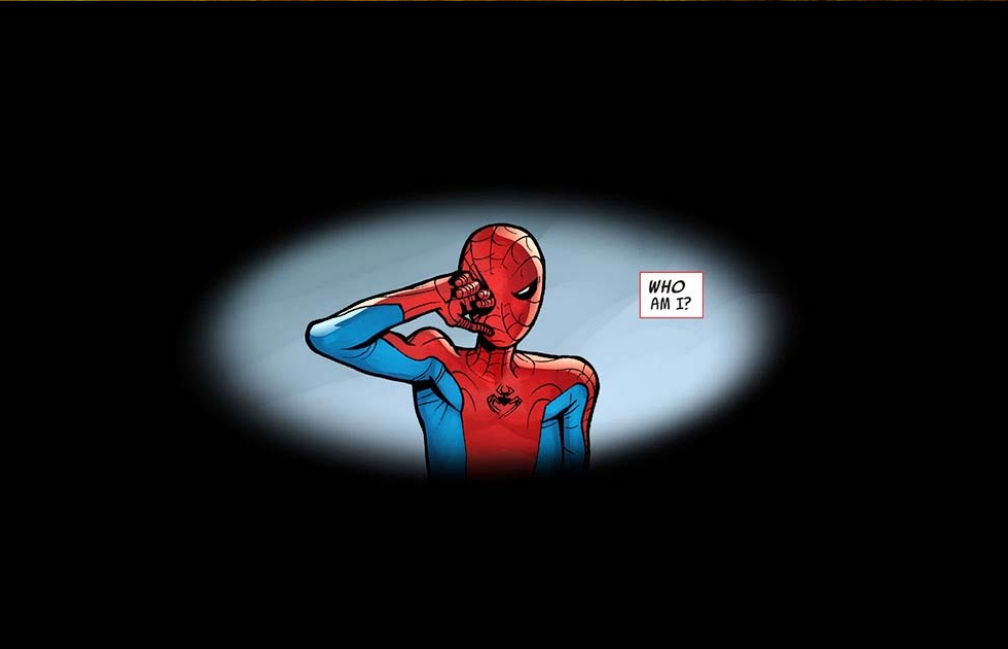
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**Life is an immense diversity of becomings.** The temporary relation between **a wasp and an orchid** build a block of becoming through which both the flower and the insect becomes-other: the **flower-becoming-feeder** and the **insect-becoming-fertilizer**, and, in addition they together form a moment of movements (attraction and repulsion). Our habit of tracing every becoming **back to an origin**, to an original being, is a kind of pathological behaviour, the tendency to reduce, to operate negatively, backwards.

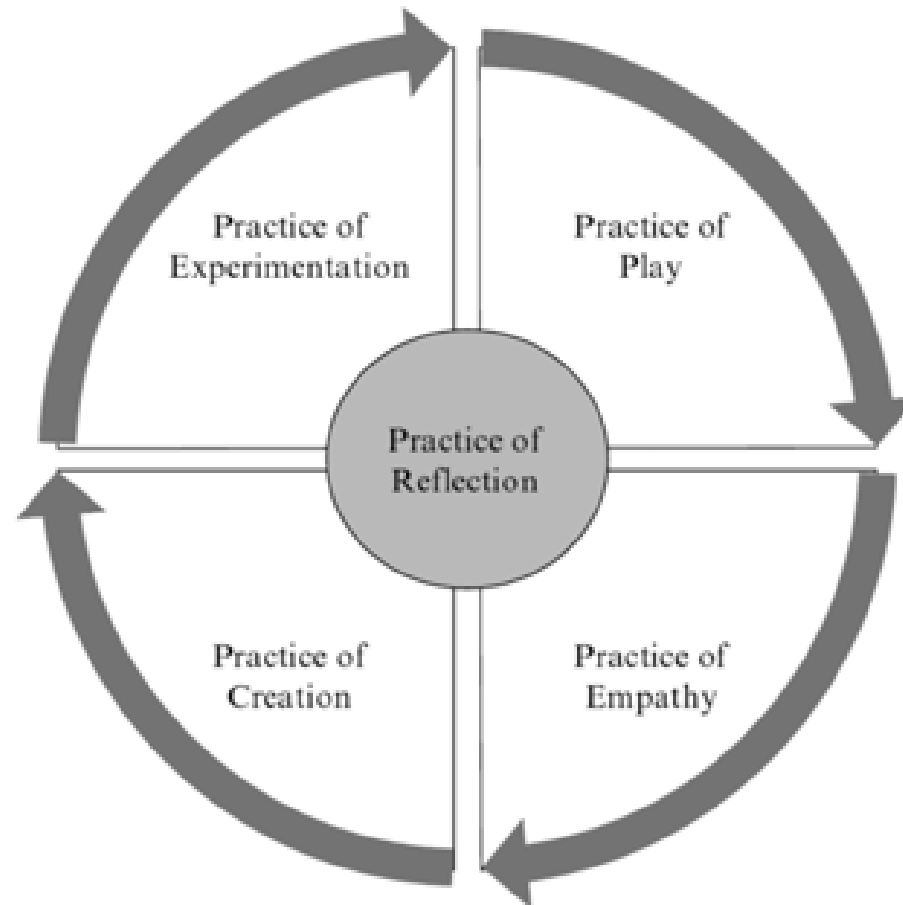
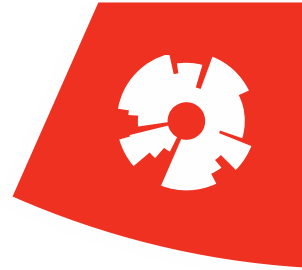
The **desire** to connect...

-Gilles Deleuze



# Practice Based Approach to Teaching

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# Graduate Study Emphasis in Innovation and Entrepreneurship Across Departments

Research-based and practice oriented courses, addressing the most critical aspects of innovation and entrepreneurship, including:

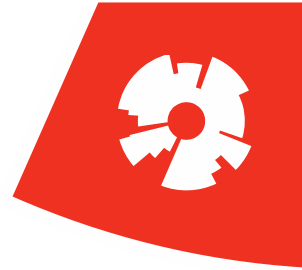
- Start-up processes
- Product development
- Creativity
- Venture capital
- Leadership

*A graduate student is required to finish 30/22,5 ECTS, aside his/her major.*

## Courses to Choose From in two Different Departments

- Becoming Entrepreneur (7,5 ECTS)
- Innovation Management (3,75 ECTS)
- Integrated Product Development: Concepts and Processes (8 ECTS)
- Venture Capital (7,5 ECTS)
- Entrepreneurial Finance (7,5 ECTS)
- Integral Project I: Conceive and Design (8 ECTS)
- Integral Project II: Implement and Operate (6 ECTS)





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***Video from our first year B.Sc. course, which we has been running for more than a decade for students from ALL departments: <https://en.ru.is/>***



