

# ENTREPRENEURSHIP (SBE100) & SERVICE LEARNING

Using Service Learning in the Classroom, Building Intercollegiate Partnerships & Connecting with Community Organizations

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## Introduction

In Fall 2017, Small Business & Entrepreneurship (SBE) 100 students learned how to practice the concepts of entrepreneurship and develop mentoring skills by partnering with high school students who competed in the Network for Teach Entrepreneurship’s (NFTE) international competition.

## Pedagogy

Pedagogically, course focused on stakeholders needs (nonprofit, other colleges, and BMCC). Once an nonprofit event was agreed upon where the SBE students could coach, we prepared the students with a focus on:

### SERVICE LEARNING (Student Centered)

- Specific learning outcomes
- Greater sense of personal efficacy & personal identity
- Reduced stereotypes & inter-cultural understanding

### ENTREPRENEURIAL MINDSET

- Addressing risk (personal & professional)
- Continuous building & developing
- Not getting something right is feedback
- Stay positive

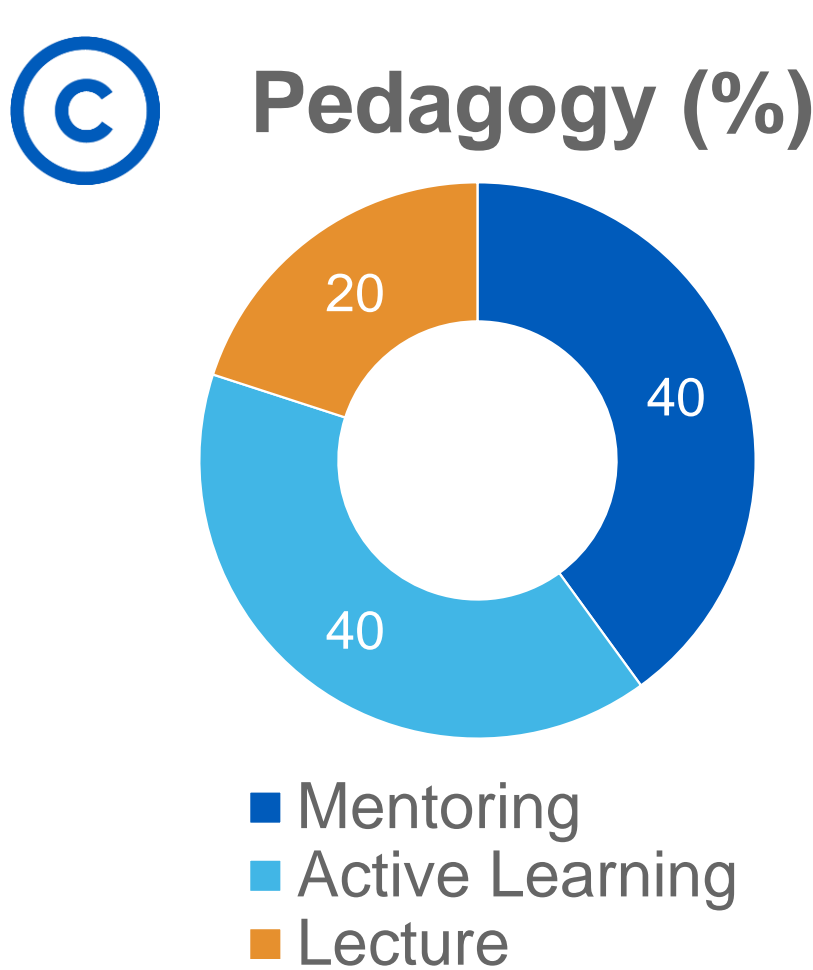
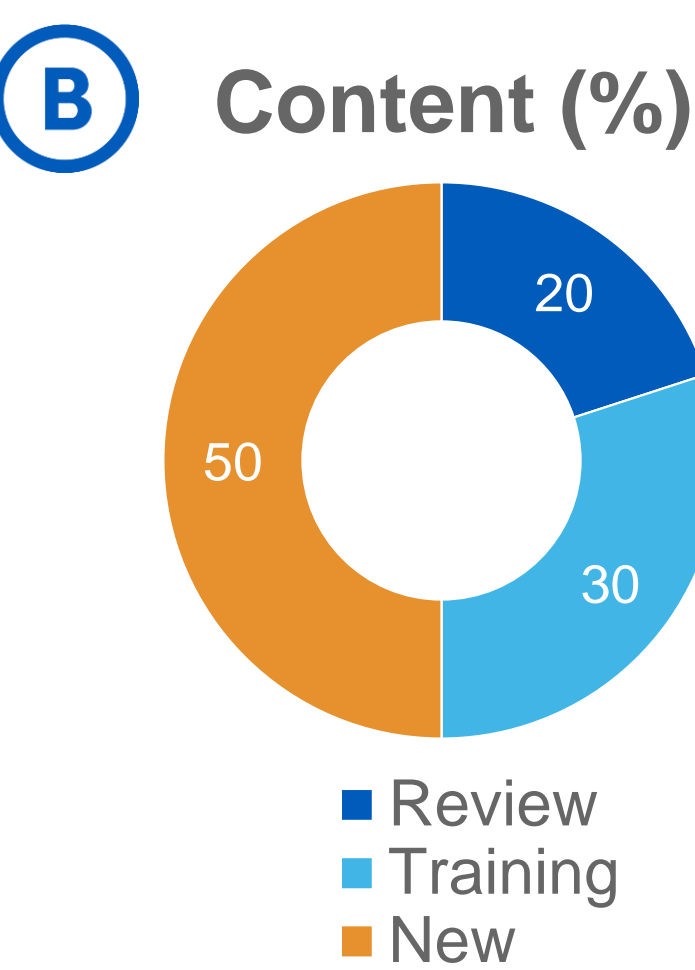
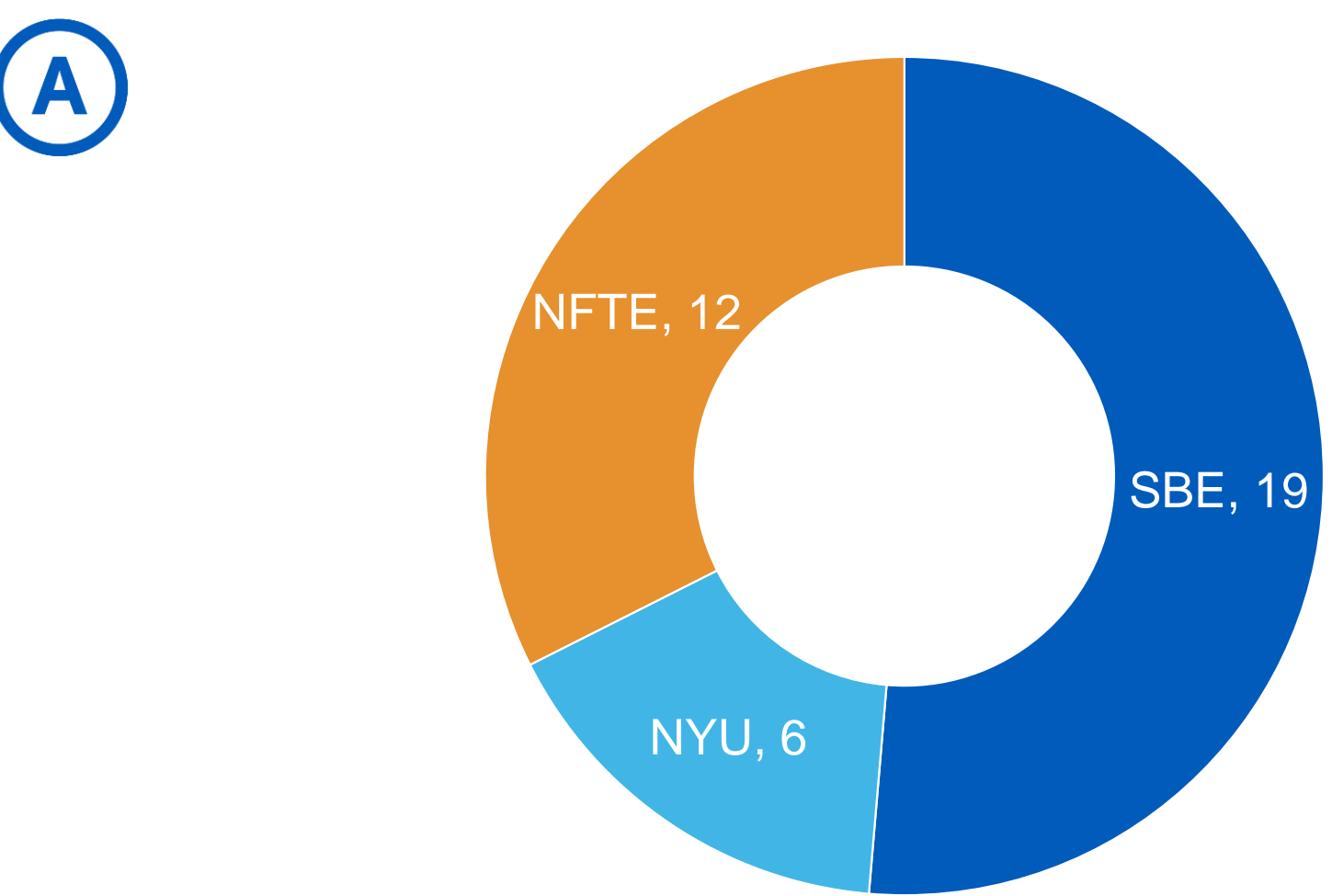


BMCC STUDENTS WITH NYU GRADS AND NFTE H.S. STUDENTS

## Partnerships

NYU Stern partnered with Network for Teaching Entrepreneurship (NFTE). BMCC SBE students were invited to mentor the NFTE students also and partner with NYU Alumni [See Figures A, B, C]:

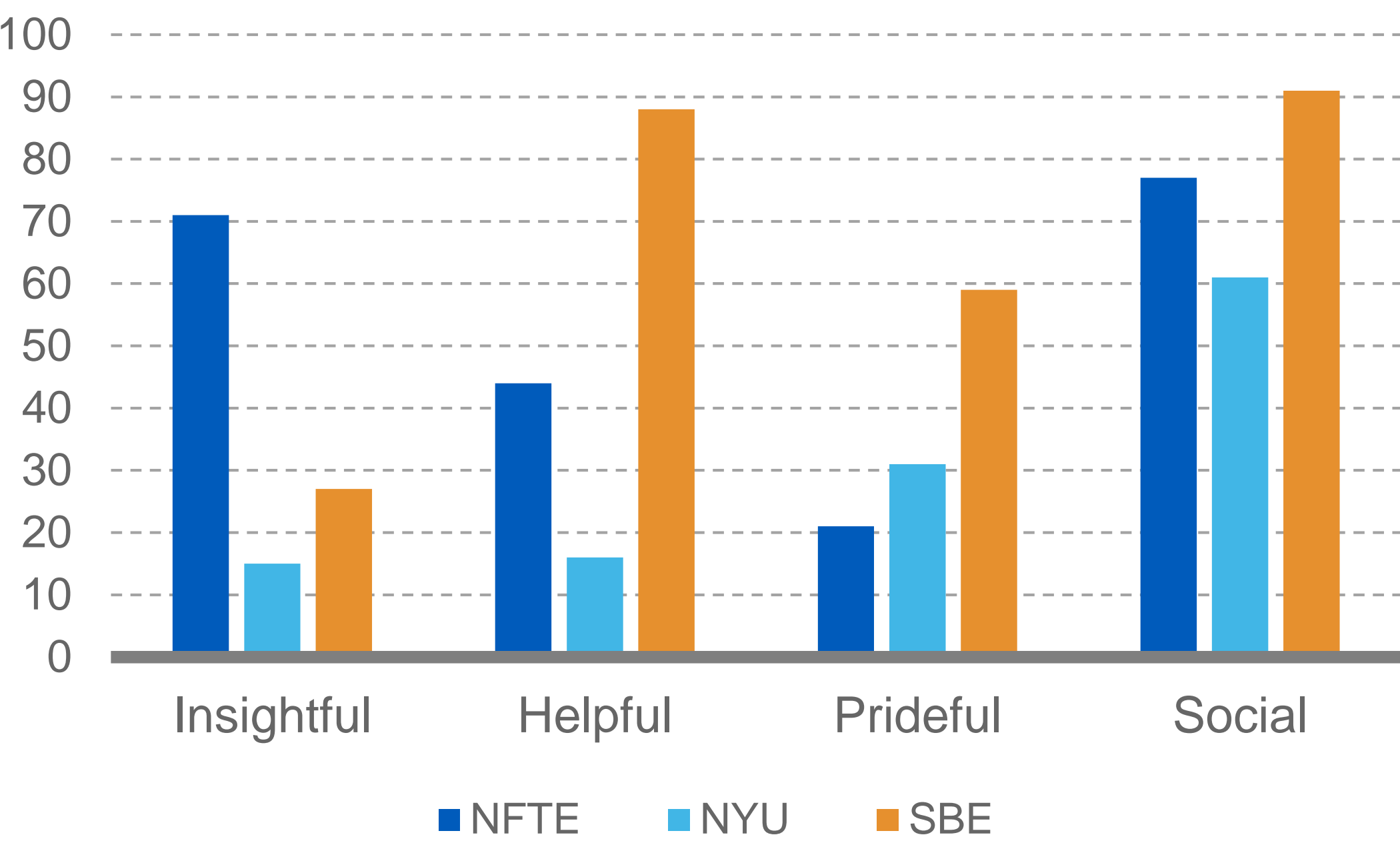
- A. SBE student, NYU Alumni and NFTE high school student attendee breakdown.
- B. On-site event at NYU Stern included training session, new concepts for HS students.
- C. Participants for the evening and follow up sessions included these types of pedagogy.



SBE Student Impressions (%)			
Exciting	Educational	Fun	Reassuring
61%	45%	73%	41%
Challenging	Unexpected	Confusing	Tiring
11%	33%	9%	5%

\*From post-survey

## Comparison of Participant Groups



## Results

Post event survey captured different impressions of the same event. The questions focused on whether participants learned new knowledge (insightful). Was the event helpful to them either in apply knowledge or in other ways? Did they feel pride for what they were learning or had learned, and applying that knowledge to help others? Did it provide new and interesting social interactions for them? For BMCC students, the answers showed a positive interaction in applying their knowledge.



### OFF-SITE & ACTIVE NFTE MENTOR EVENT @ NYU

Connected BMCC students to other college environments, other college students, graduates, and younger students.

## Conclusion

I would recommend other SBE classes use the events organized by NFTE to engage students and have them apply their knowledge by helping others:

- **Several NFTE events:** Each semester has opportunities for all types of business classes to be involved. They’ve done the heavy organizing.
- **Volunteering as Learning:** The students like helping others and once they move past the initial fear and self-doubt, they are excited to show what they know.
- **Keep It Simple:** Decided not to cover more than two learning objectives.
- **Other Colleges Care:** NYU, other community colleges, Fordham, and Baruch are excited to be involved.

Learning  
Mentoring  
Connecting  
Doing



## References

1. Hernandez, S. A., & Newman, C. M. (2006). Minding our business: A model of service-learning in entrepreneurship education. Journal of Entrepreneurship Education, 9, 53.
2. Torrance, W. E. (2013). Entrepreneurial campuses: Action, impact, and lessons learned from the Kauffman campuses initiative.
3. NFTE (n.d.). » Network for Teaching Entrepreneurship Research. Retrieved from <https://nfte.com/research>

[www.is.gd/bmcceship](http://www.is.gd/bmcceship)