

ACCULTURATING THE ENTREPRENEURIAL MINDSET (EM) AT OHIO NORTHERN UNIVERSITY

Tammy Schakett, Ohio Northern University
Susan Schertzer, Ohio Northern University
Robert Kleine, Ohio Northern University

Abstract

In this paper, we define, discuss and relate how we have introduced and operationalized the entrepreneurial mindset (EM) in a campus wide, multidisciplinary initiative. EM expands the conception of entrepreneurship beyond the ownership of an organization to a way of thinking – of taking on the world – of approaching problems and making decisions with a sense of personal, innate ownership and accountability. This magnifies the importance of entrepreneurial skills. Thus, while not all students are destined or desire to be in business for themselves they may benefit from exposure to entrepreneurial key activities. The EM initiative has spawned significant interest in the professional schools (e.g., Engineering and Pharmacy) where students and faculty are beginning to recognize that disciplinary subject knowledge alone is not enough to make students successful.

The focus of this paper is to share how Ohio Northern University introduced and has integrated the EM into the culture of the colleges of the university and made it part of the fabric of learning for students. We discuss the multi-channels approach employed to support this initiative, including faculty development, curriculum initiatives and student engagement beyond the classroom.