

Entrepreneurship Training – A 21st Century Challenge

*From Humboldt, to Popper and the Solutions
Global Markets Need*

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- Current situation
- Methodological Individualism
- Knowledge creation in the Austrian sense
- Austrian core values: responsibility, achievement, ...
- MBA – Classical Business Education Format or rather back to the Austrians? – No Separation of Micro and Macro.

Influence on Education Formats

- Globalization
- Deregulation
- Disruptive Technologies (Value Chain Shifts)
- Demography
- Design of Work Place (Mobile Office)
- Change of the Learning Environment

Change in Supply → New Players on the Market!

Universities per Country

	Countries	Universities
<u>AFRICA</u>	58	512
<u>AMERICA</u>	52	5.022
<u>ASIA</u>	47	3.456
<u>EUROPE</u>	57	3.988
<u>OCEANIA</u>	26	96

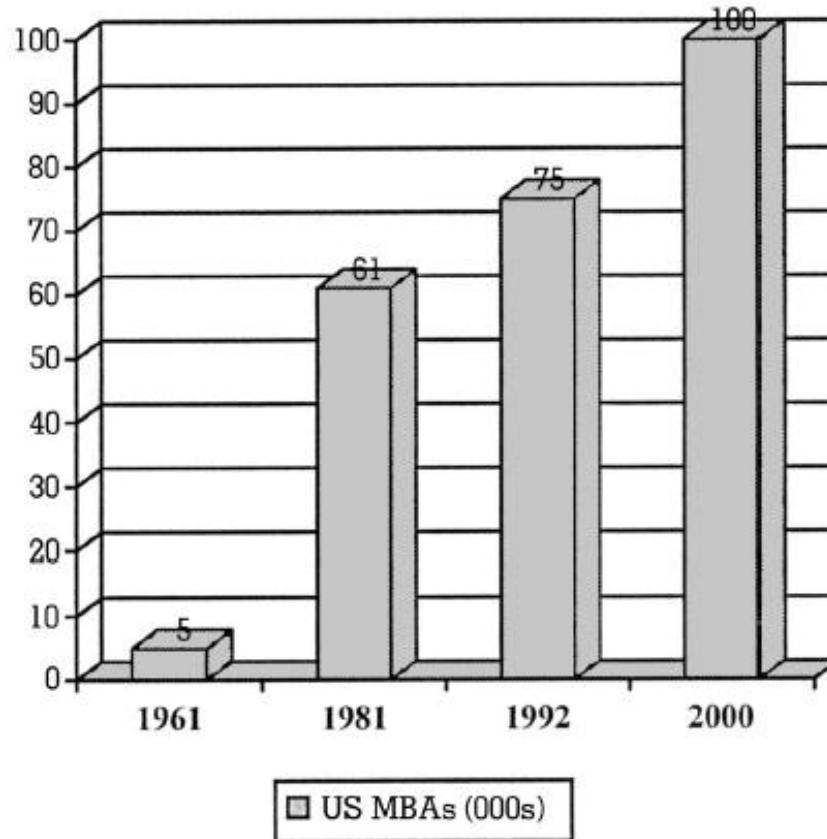
Management Education Value Chain

TABLE 1
Overview of the Management Education Value Chain

	Knowledge		
	Corporate Based (Pre-1950s)	Faculty Based (1950–1999)	Student Based (2000 & Beyond)
Creation	<ul style="list-style-type: none"> • Business lessons • Professionals 	<ul style="list-style-type: none"> • Theoretical/empirical • PhD faculty 	<ul style="list-style-type: none"> • Modular units • Mixed faculty
Assimilation	<ul style="list-style-type: none"> • Limited physical libraries 	<ul style="list-style-type: none"> • Expanded mgmt. books/journals 	<ul style="list-style-type: none"> • Digital libraries
Geographic Distribution	<ul style="list-style-type: none"> • Local 	<ul style="list-style-type: none"> • Regional/national 	<ul style="list-style-type: none"> • Global
	Key Events		
	<ul style="list-style-type: none"> • Ford Foundation • Industrial Revolution 	<ul style="list-style-type: none"> • Media rankings • Electronic databases 	<ul style="list-style-type: none"> • Internet proliferation • Knowledge revolution

Source: Academy of Management Learning Education, 2003, Vol. 2, No. 3, 234

Growth in MBA Degrees Awarded in the US



Source: Academy of Management Learning Education, 2003, Vol. 2, No. 3, 236

Introduction of the Term Entrepreneurship

- The subject of entrepreneurship was introduced into economics by Richard Cantillon.
- Cantillon was a self-made Irishman, a very wealthy banker and writer, bilingual in French and English, living most of his life in France.
- In the original English version of his work, entitled *An Essay on the Nature of Trade*, it has been established that Cantillon used the word “undertaker” which was then translated into the French edition of his work as “entrepreneur.”

Entrepreneurship

- R. Cantillon
- J.B. Say
- D. Ricardo
- J. St. Mill
- C. Menger
- A. Marshall

Modern Economic Theory

- Modern economic theory—and especially mathematical theory—ignores the entrepreneur almost completely.
- This is most easily seen by looking at the “production function” as it is optimistically called.
- The typical production function relates output, X , to number of workers, N , capital, K , and land, L .

„The path for reaching one’s goal starts the day one takes on responsibility for his actions.“ (Dante Alighieri)
