



# The Entrepreneurship Movement and the University

*Creso M. Sá, Andrew J. Kretz*

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Entrepreneurship is widely embraced today in political discourse, popular culture, and policy prescriptions. Entrepreneurs are contemporary heroes who are seen as creating useful innovations and generating wealth. Several groups actively promote entrepreneurial thinking and practices in higher education under the assumption that universities and colleges have a role to play in actively nurturing entrepreneurs. This book examines how this 'Entrepreneurship Movement' impacts higher education in Canada and the United States, where many of the largest entrepreneurship ecosystems in the world are located. Over the last two decades, universities have increasingly introduced entrepreneurship to students outside of business schools where the subject traditionally belonged in a variety of fields and formats. These offerings now go well beyond the classroom to include a wealth of experiential models of engagement with entrepreneurship. This movement shows no sign of abating despite the prevalence of failure in entrepreneurship, and the difficulties of growing start-up communities.

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