

## Experiential Learning for Upholding Entrepreneurship Education: A Case Study from Egypt

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**Abstract :** Exchanging best practices in the scope of entrepreneurship education and the use of experiential learning approaches are growing lately at a very fast pace. Educators should be challenged to promote such a learning approach to bridge the gap between entrepreneurship students and the actual business work environment. The study aims to share best practices, experiences, and knowledge to support entrepreneurship education. The study is exploratory qualitative research based on a case study approach to demonstrate how experiential learning can be used for supporting learning effectiveness in entrepreneurship education through demonstrating a set of fourteen tasks that were used to engage practically the students who were studying a course of entrepreneurship at the American University in Cairo. The study sheds the light on the rational process of using experiential learning to endorse entrepreneurship education through the illustration of each task along with its learning outcomes. The study explores the benefits and obstacles that educators may face when implementing such an experiential approach. The results of the study confirm that developing an experiential learning approach based on constructing a set of well designed practical tasks that complement the overall intended learning outcomes has proven very effective for promoting the students' learning of entrepreneurship education. However, good preparation for both educators and students is needed primarily to ensure the effective implementation of such an experiential learning approach.

**Keywords :** business education, entrepreneurship, entrepreneurship education, experiential learning

**Conference Title :** ICSEI 2020 : International Conference on Social Entrepreneurship and Innovation

**Conference Location :** Barcelona, Spain

**Conference Dates :** May 22-23, 2020