

**Entrepreneurial Education**  
**Experiencing Live Action of Business: Reflections on a Course in Entrepreneurship**

This paper is premised on the fact that entrepreneurship is a method and a mindset; and people can be prepared for entrepreneurship. A course was designed at a business school for students to reflexively learn from setting up a business, build on their experiences, relate it to the concepts in business, and thus learn about the entrepreneurial process. The paper describes the design of the course and the mechanics of running it. Reflections submitted by the students around the course were used to generate insights about teaching entrepreneurship. Findings reveal the students' experiences and challenges with realising and learning about customer centricity, nimbleness and agility, effectual processes, dealing with surprises and affordable losses, understanding of the self, and building of an 'entrepreneurial muscle'. These insights, we believe, are both relevant for theory and practice of teaching entrepreneurship.

Keywords: entrepreneurship learning, entrepreneurship education, effectuation, experiential learning

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