

創業教育的教學模式：典範差異 與現況反思

Teaching Methods in Entrepreneurship Education: Remarks on Paradigm Shift and Present Situation

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摘 要

面對創業現象蓬勃發展的台灣社會，高等教育有必要重新省思創業教育的目的、意義與教學方式。本文透過回顧台灣現行的創業教育概況與國外對創業教育意義的反思，來提出創業教育應走向「開創邏輯」的新思維，不再以鼓勵學生創立企業為唯一目標，而應轉向培養學生在日常生活的細微實作中不斷努力地改變與解放自我，從而開啟一種帶有開創精神的生活。本文亦進一步提出將「實作社群理論」帶入創業教育教學模式的可能性，實作社群理論要求學習者實地置身在社群之中，以一種社會的、去個人主義的學習方式，從實作的經驗中展開創業行動，從而在日常實踐裡體會開創的精神。本文認為，創業研究正面臨典範移轉的問題，創業教育也需要更多創新與革命以因應新典範的來臨，開創邏輯與實作社群理論是本文提出的兩個思考方向，最後

並建議大學與教師都應該重新思考自己在創業教育中的角色，讓台灣真正走向創業型社會。

關鍵字：創業教育、開創、實作社群理論

Abstract

Entrepreneurship is a flourish in Taiwan while the discussion and reflection on entrepreneurship education in the higher education system are insufficient. This paper aims to inquiry the present teaching modes of entrepreneurship education in Taiwan and proposes “Community of Practice” as a possible approach to teaching entrepreneurship. Based on the emerging theory of “entrepreneurship”, entrepreneurship education is on the way of changing its object from starting up a new venture to fostering students’ entrepreneurial capability and mindset, that is, the entrepreneurship in everyday life. Every student, under the spirit of entrepreneurship, is encouraged to revolutionizing and emancipating him/herself in daily practice, and further to live an entrepreneurial life. For this reason, entrepreneurship education needs a more innovative teaching mode to cope with the new paradigm. This paper suggests Community of Practice as a feasible way in teaching entrepreneurship. Community of Practice argues that participants should situate in the community and enact learning in a social and de-individual system, in doing so the participants are able to experience daily practice in an entrepreneurship way. To sum up, this paper advocates the theory of entrepreneurship and Community of Practice as the alternative thinking to response the changing paradigm of entrepreneurship and both universities and teachers are allowed to reposition their role in entrepreneurship education to enhance a more entrepreneurial society.

Keywords: entrepreneurship education, entrepreneurship, Community of Practice

壹、緒論

台灣社會從不缺乏創業現象，從隨處可見的市場商家到迅速崛起的網路市集，創業現象每天都在台灣社會的不同角落發生。支持台灣經濟成長與就業市場的主力多為自行創業的中小企業，根據經濟部中小企業處統計，中小企業佔我國企業比例高達 97%以上，全國更有超過 830 萬人口在中小企業中就業，顯見台灣創業現象的蓬勃發展（經濟部中小企業處，2012）。另外，瑞士洛桑國際管理學院（IMD）發表的「2012 年世界競爭力年報」中，台灣的創業精