Nontraditional Academics:

Doing Entrepreneurship Education Good by

Doing Entrepreneurship Education Well

Professional Development Workshop
Academy of Management Entrepreneurship Division
Philadelphia, Pennsylvania
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Participants

- Facilitator: Joel West (San José State)
- Panelists:
  - Norris Krueger (Boise State)
  - Helder Sebastiao (U. San Diego)
  - Bill Schulte (Shenandoah University)
  - Mukesh Sud (Augustana College)
- Organizer: Brian McKenzie (CSU East Bay)
- Sponsor: Entrepreneurship Division, NTA Committee

What is a
"Non-Traditional Academic"?

Joel West

San José State University

Defining "NTA"

- What traditions are we defying?
  - Not all of us agree
  - Background vs. behavior
- Not what we're not — but what we are
- What are the benefits of using NTAs?

Possible Definitions

- Preparation to become an "academic"
  - Work experience
  - Degree/academic training
- Activities while an "academic"
  - Job choices and career trajectory
  - Professional activities: research, teaching, service
  - Ongoing industry role
- Norms/socialization
  - Whose goals are important?

Nontraditional Typology

- Background
  - Most have entrepreneurship-related career
- Career choices
  - T-T vs. adjunct (vs. soft money)
- Research choices
  - Traditional "A" or traditional ent. (JBV etc)
  - Practitioner or other non-traditional
  - Little or none

Panelists

- The changing definition of nontraditional academics in the 21st Century (Helder Sebastiao)
- Best practices in nontraditional pedagogy (Norris Krueger)
- Nontraditional academics and service learning through alliances with local entrepreneurs (Bill Schulte)
- Nontraditional academics and research (Mukesh Sud)
- Nontraditional academics and accreditation (Joel West)

Program

8:00-8:10	Introduction
8:10-8:15	What is a "non-traditional academic"?
8:15-8:40	Effectively utilizing non-traditional academics
8:40-9:00	Breakout discussions
9:00-9:20	Summary & recap

Summary

For More Information

- For links, see
  http://www.joelwest.org/AOM/2007