

**9 Reasons Why
Entrepreneurship is a Must
for Colleges and Universities**

bridgeprep

Not since the industrial revolution has the world seen economic opportunities at this scale. Startup companies across the world are gaining traction and changing the landscape of business. Whether students are looking to become an engineer, pursue medicine, teach the leaders of tomorrow, or create the next big startup the skills gained from exploring entrepreneurship are immensely valuable. Research by Forbes magazine indicates that 81% of students would like to pursue entrepreneurship.

Students are looking to pursue more entrepreneurial ventures, which is forcing colleges and universities to really think about how to provide a service that meet student demand. There is no doubt that adding increases the cost and burden for the school. The benefits to the schools and students dwarf the overall cost in the long run.

Entrepreneurship education is in high demand and schools that offer programs address the need will attract more students. Entrepreneurship education aids students from all socioeconomic backgrounds to think outside the box and nurture conventional and unconventional talents and skills. It creates opportunities, instills confidence, and stimulates the economy.





01

Prepare students for an uncertain future

The future is uncertain. With automation, outsourcing and gaining efficiencies through technology, job security is a dubious concept. Students need to have an opportunity to carve out their personal path to success, even if it's not working for a company in the traditional sense. In some cases, economic upheavals and unpredictable circumstances might force someone to explore entrepreneurship. Students need to be able to capitalize on unique opportunities. The skills accumulated can turn out to be just what the market wants 5 or 10 years down the road.

02

Leave room for creativity

Opportunities for students to collaborate and innovate have become scarcer. Students of today are busy, the pressure of finals, mid-terms, and competition on a global level leaves little room to truly innovate. Entrepreneurship education encourages creativity, innovation, and collaboration. These attributes are valuable in school and a must in the job market to ensure success.

03

Improve innovative thinking

Entrepreneurship can apply to every student regardless of major or interest. The benefits of entrepreneurial studies begin with innovative thinking. Our world is changing rapidly so tomorrow's young entrepreneurs must know how to navigate the basics with ease. Entrepreneurs frequently envision products or services that have not existed so fine tuning the idea in college gives them a distinct advantage over their peers when they graduate.





04

Enhance problem identification skills

Students are well versed in problem-solving. This has been the focus of teaching for decades but the one area that has been ignored is problem identification. With problem-solving students are presented with issues that are already clearly defined by a person or the market. This is a valuable skill. Problem-identification is just as valuable, you could make an argument that it is more valuable under certain conditions. Problems can only be solved when they have been properly identified and articulated. Entrepreneurs are tasked with identifying the problem then coming up with a unique solution. This is a skill that will be especially useful in tomorrow's world.



Make a difference

05



Entrepreneurs at the highest-level look to help others. Entrepreneurs look to solve problems, address unmet need, and ease the pain of others through products and services. If the organization can touch enough lives it can really change the world. When we think about the truly transformational organizations they started with an idea. Students have the same potential.

Take advantage of possibilities

We live in an age of unprecedented global, technological, and economic transformation. Today's student will go into the world with possibilities that previous generations could only dream about. Students better prepared will be able to take full advantage of the unbelievable opportunities of entrepreneurship. The cost and barriers to enter are at the lowest in human history.

06

Boosts leadership skills

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Amplify passion

Students are much more engaged when they are focused on their passion. Therefore, schools should connect with students based on their passion. Since interests and goals vary significantly from student-to-student entrepreneurship is the only way to accomplish such an ambitious goal. Students able to focus on their passion improves engagement, focus and overall achievement.

09



Diversify skillset

Even if students decide that running a company is not for them the skills, techniques and thought process is beneficial. Whether you are a teacher, doctor, lawyer, engineer, marketing professional, working at an art gallery, teaching music, or working at a non-profit, entrepreneurial skills are useful.