

## **PROMOTING ENTREPRENEURSHIP: THE ROLE OF EDUCATORS**

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### **(Short) ABSTRACT**

While new ventures are the major stimulants of an economy because of their ability to promote innovation, employment and wealth-creation, they are observed to be vulnerable because of their liabilities of newness and smallness. In order to help them overcome such liabilities, it is not enough to facilitate their task environment (infrastructure, financial and other resources, skills training, etc) but also the general environment (which includes the socio-cultural norms, family socialization of the individual, early stage education, economic and legal-political systems, etc). The nature of the latter will determine the formation of entrepreneurial attitudes in the individual, whereupon the Higher Educational Institutions (HEIs) can channelize the entrepreneurial energies of the individual to the relevant sectors of the economy. There are a variety of ways in which HEIs try to improve the effectiveness of entrepreneurship education, which include: : (1) External association and assistance schemes; (2) Interdisciplinary programs; (3) Specialized offerings in entrepreneurship; (4) Entrepreneurship skill development; (5) Real-life entrepreneurial opportunities as part of the curriculum; (6) Distance education through electronic media; and so on.