

2018  
California  
**Entrepreneurship**  
Educators  
Conference



 **SAN DIEGO STATE  
UNIVERSITY**  
Lavin Entrepreneurship Center  
Fowler College of Business

A GLOBAL LEADER IN ENTREPRENEURSHIP



“ *Bringing together thought leaders  
to creatively disrupt the future of  
entrepreneurship research and pedagogy.* ”

## CALIFORNIA ENTREPRENEURSHIP EDUCATORS CONFERENCE 2018: *Creative Disruption: A Spring Board for Idea Sharing Among Entrepreneurship Educators*

As educators and researchers, who are also humans, we see the “creative” disruption occurring in marketplaces around the world with companies like Amazon, Uber, AirBnB and even Dollar Shave Club. We are also observing emerging entrepreneurship resources that include “experts”, online courses and local community workshops. As we continue to evolve and improve our entrepreneurship programs, how do we find our “creative” disruption on how we teach and research within the discipline of entrepreneurship?

At the 2018 California Entrepreneurship Educators Conference, we sought out the “creative disruptors” in our field and will have them share what they are learning, teaching and researching with respect to entrepreneurship. This conference will be highly interactive, creating an environment to learn, share and collaborate. We invite you to interact with your peers and examine how we teach entrepreneurship and conduct research today and brainstorm how we might “creatively disrupt” entrepreneurship education for our students of today and tomorrow.

### PANELISTS, BREAKOUT SESSION LEADERS, AND SPEAKERS

We have assembled a stellar group of session leaders to help us consider dynamic approaches to the way we teach and research entrepreneurship.

#### ALEX BRUTON

*Professor, University of Calgary*

#### DOAN WINKEL

*Director, Muldoon Center for Entrepreneurship, John Carroll University*

#### NORRIS KRUEGER

*Research Fellow, University of Phoenix*

#### ELISSA GROSSMAN

*Associate Professor, University of Southern California*

#### LOIS SHELTON

*Professor, David Nazarian College of Business and Economics, California State University, Northridge*

#### MARTINA CLAASEN MUSTEEN

*Professor, San Diego State University*

#### NUNO ARROTEIA

*Lecturer, Abertay University (UK)*

#### ROSS CURRAN

*Associate Professor, Heriot-Watt University, Dubai*

#### TED ZOLLER

*Professor, University of North Carolina, Chapel Hill*

#### ANDREU BLESÀ

*Associate Professor, Universitat Jaume I, Spain*

#### DONNA CONATY

*Professor & Associate Dean, College of Professional Studies and Fine Arts, San Diego State University*

#### JEFF HORNSBY

*Department Chair & Executive Director, Regnier Institute for Entrepreneurship, University of Missouri, Kansas City*

#### CONGCONG ZHENG

*Director of Programs, Entrepreneurship Professor, San Diego State University*

#### DR. CRAIG WATTERS

*Professor & Executive Director, Riata Center for Entrepreneurship, Oklahoma State University*

#### SIRI TERJESEN

*Dean's Research Fellow & Associate Professor, American University*

#### KEVIN POPOVIC

*Director, Zahn Innovation Platform Idea Lab, San Diego State University*

#### CATHY PUCHER

*Executive Director, Zahn Innovation Platform Launch Pad, San Diego State University*

#### OLLI VUOLA

*Executive Director, Aalto Ventures Program, Aalto University*

#### JON YORK

*Faculty Director, Center for Innovation & Entrepreneurship, Cal Poly San Luis Obispo*

#### CRAIG GALBRAITH

*Professor & Director, Center for Innovation & Entrepreneurship, University of North Carolina Wilmington*

#### DATES:

April 12th, 13th, and 14th, 2018

#### LOCATION:

San Diego State University

#### FEES:

#### Full Conference:

\$349

#### Single Day:

\$249 per day

#### Optional Baja Innovation Tour:

Additional \$75



## CONFERENCE AGENDA

*\*Throughout the conference we will be holding several simultaneous sessions for you to choose from*

### APRIL 12, 2018:

#### *Pre-Conference Activities*

*William E. Leonard Entrepreneurship Center,  
Engineering and Interdisciplinary Sciences Complex*

10:00 am - 12:00 pm: Overview of ZIP Launchpad Incubator, Cathy Pucher

12:00 pm - 1:00 pm: Lunch

1:00 pm - 4:30 pm: Design Thinking for Educators, Kevin Popovic

4:30 pm - 6:30 pm: Networking Mixer

### APRIL 13, 2018:

#### *Conference Day Two*

*Parma Payne Goodall Alumni Center*

7:30 am – 8:30 am: Breakfast and Networking

8:30 am – 9:30 am: Opening Keynote: Science Is Hard. Ask Great Questions! Norris Krueger

9:30 am – 9:45 am: Break

9:45 am – 10:45 am: Part 1: Designing a Research Project, Norris Krueger, Jeff Hornsby & Deborah Brazeal

9:45 am – 10:45 am: The Breathless Classroom, Doan Winkel

10:45 am – 11:00 am: Break

11:00 am – 12:00 pm: Part 2: Pitching a Research Project; Lois Shelton, Martina Musteen & Siri Tirgesen

11:00 am – 12:00 pm: Disruptive Teaching: Classroom Moments to Provide New Perspectives, Elissa Grossman

12:00 pm – 1:00 pm: Lunch

1:00 pm – 2:00 pm: Debating Issues in Entrepreneurship, Jon York, Ted Zoller & Siri Tirgesen vs. Olli Vuola & Lois Shelton

2:00 pm – 2:15pm: Break

2:15 pm – 3:15 pm: Creating Metrics to Measure Competency Development, Jeff Hornsby

2:15 pm – 3:15 pm: How Mindset, Frameworks and Problem Solving Drive a Creativity & Innovation, Bernhard Schroeder

3:15 pm – 3:30 pm: Break

3:30 pm – 4:30 pm: Rocket Workshop: Jon York, Craig Galbraith & Mujtaba Ahsan

3:30 pm – 4:30 pm: Rocket Workshop: Congcong Zheng, Ted Zoller & Olli Vuola

5:30 pm – 7:30 pm: Reception Cosmopolitan Hotel, Old Town San Diego

### APRIL 14, 2018:

#### *Conference Day Three*

*Parma Payne Goodall Alumni Center*

7:30 am – 8:30 am: Breakfast and Networking

8:30 am – 9:30 am: Opening Keynote- Leading the Disruption, Alex Bruton

9:30 am – 9:45 am: Break

9:45 am – 10:45 am: Teaching Opportunities in Social Entrepreneurship, Craig Watters & Mike Sloan

9:45 am – 10:45 am: Leading the Disruption Part 2, Alex Bruton

10:45 am – 11:00 am: Break

11:00 am – 12:00 pm: The Role of Platforms for Cross-Border Collaboration; Martina Claasen Musteen, Nuno Arroteia, Ross Curran, Andreu Blesa & Maria Ripolles

11:00 am – 12:00 pm: Quantitatively Measuring Efficacy in Experiential Learning Objects, Justin Wolske & Jason D'Mello

12:00 pm – 1:00 pm: Lunch

1:00 pm – 2:00 pm: Using Technology Transfer Offices to Create Projects for Entrepreneurship Students, Dr. Craig Galbraith

1:00 pm – 2:00 pm: Disrupting the Status Quo: Insights from High Impact Women and Minority Entrepreneurs, Lois Shelton

2:00 pm – 2:15 pm: Break

2:15 pm – 3:15 pm: Rocket Workshop: Craig Galbraith & Craig Watters

2:15 pm – 3:15 pm: Entrepreneurship in the Arts, Donna Conaty & Congcong Zheng

3:15 pm – 3:30 pm: Break

3:30 pm – 4:30 pm: Closing Keynote: Design a World Class Entrepreneurship Curriculum, Ted Zoller

4:30 pm – 4:45 pm: Closing Comments, Alex DeNoble



## PRE-CONFERENCE

This year, participants will have two Pre-Conference activities to choose from on April 12:

### DESIGN THINKING FOR ENTREPRENEURSHIP EDUCATORS

CEO's, according to a recent IBM study, have ranked creativity as the number one attribute they look for in new employees. Creativity and problem solving play significant roles in entrepreneurship. By joining us in a design thinking interactive workshop during the CEEC, educators will collaborate to identify ways students can generate new ideas and solve problems using Design Thinking to create multiple solutions to these problems.

Following this workshop, participants will learn how we have organized and currently run our highly successful campus incubator: The Zahn Innovation Platform Launchpad.

This workshop is included in the full conference fee.



### BAJA INNOVATION TOUR (Limited to first 25 registrants)

This year, we have added an exclusive tour for conference guests to attend a one of kind innovation tour of Baja California, Mexico. During this tour, we will explore the emerging entrepreneurship climate around the entertainment, IT, food, and wine industries. Participants will have a chance to meet and interact with local entrepreneurs at places such as MindHUB and the CETYS Universidad campus in Ensenada. To close off the evening, we will enjoy food and wine at the famous Valle De Guadalupe winery, Cuatro Cuatros. This tour will give us the opportunity to network with peers and counterparts at CETYS Universidad.

Transportation on both sides of the border is included, along with one wine tasting at Cuatro Cuatros. Lunch is not included. This option has an extra \$75 fee. Please register along with the conference fee.



Join us and other motivated educators at the California Entrepreneurship Educators Conference this April as we “creatively disrupt” education. We hope you will join us!

**Reserve your spot now at [lavincenter.sdsu.edu](http://lavincenter.sdsu.edu).** If you have further questions, please contact Pamela Razo at [prazo-w@sdsu.edu](mailto:prazo-w@sdsu.edu) or call 619.594.2781.