Incorporating Entrepreneurial Excitement into the Essentials of IS Curriculum

Emergent Research Forum Paper

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Abstract

Currently, the supply of capable, technology-enabled information systems (IS) students falls far short of demand. Creating engaging, educational, and pedagogically sound content represents a challenge that all universities face. Information systems courses uniquely confront this issue. As IS educators, we stand on the front line of recruiting, educating, and graduating technology-enabled students. Recently, the Essentials of Information Systems course required of all College of Business students was redesigned to blend high-impact educational practices with an experiential, entrepreneurial-directed approach to captivate and motivate students. Students were able to apply both IS knowledge and IS technology skills by working with student-entrepreneurs from within the university. Both quantitative and qualitative research methods were used to evaluate the new approach. Initial results indicate that the approach may be engaging and educational for students, teachers, and entrepreneurs, while providing motivation for students to consider an IS-related field of study.

Keywords (Required)

Education, Teaching Methods, Experiential Learning, Entrepreneurship