

# ENTREPRENEURSHIP EDUCATION, ESPECIALLY TERTIARY EDUCATION, IN GREECE

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Encouraging entrepreneurship is a key factor in creating jobs and improving competitiveness and economic growth throughout Europe. In Barcelona's summit in 2002, the European Council presented the Green Book for Entrepreneurship. This is an integrated text, which describes the basic elements of entrepreneurship, explains its importance and evaluates the prevailing trends in Europe. According to the Green Book, for people to be tempted into becoming entrepreneurs they should first become fully aware of the meaning of entrepreneurship. The people should possess the appropriate skills that will permit them to convert targets into successful undertakings. Education and training should contribute to the encouragement of entrepreneurship, through the appropriate mentality and sensitivity, always in correlation with the professional opportunities being offered by the entrepreneurial quality. The establishment of an enterprise requires dynamism, creative power and strength, while its gradual growth requires more administrative abilities as well as effectiveness and credibility. Since personality and administrative skills compose the basic factor of success, personal abilities related with entrepreneurship should be taught from very early and carry on up to the tertiary level. The European Commission considers that the member states of the European Union (EU) are committed towards embodying the entrepreneurial teaching in their educational systems. At the university framework, training in entrepreneurial topics should not be limited only to students of economics and business studies, but should also be offered to students of other fields, such as science, technology and arts. Now entrepreneurship programmes have sprung up at U.S. universities that don't even have business schools.

In the framework of the project: "Centre of Entrepreneurial Studies in the Technological Institutions of Thessaloniki, Serres and Kavala" we have completed a sampling survey concerning our multiple field of studies students' attitude towards entrepreneurship and their intention to start a business after their graduation. We will present the results of this study in the oncoming conference.

Starting from the academic year 2003-04, 18 public Colleges and Universities in Greece have started teaching entrepreneurship courses under the programme "Entrepreneurial Education in the Tertiary Level Institutions of Greece" a programme financed by the EU structural funds and aims to reduce the unemployment rate, especially that among the young university graduates in Greece. While participating in this programme, the Technological Institutions of Thessaloniki, Serres and Kavala, have started offering three optional courses, bearing in mind that entrepreneurial thinking is fundamental in developing analysis skills, communication, critical thinking, innovation and other competences of higher education. These three courses are " **Entrepreneurship I**", where students get fundamental knowledge of the creation and the operation of a firm, "**Entrepreneurship II**" which plays an instrumental role in rendering students capable of writing a Business Plan and "**Mentoring**" in which groups of students are guided and encouraged by business professionals to materialize their business plans.