A Cartoon Introduction to Entrepreneurship, Strategy, and Innovation

TEACH Conference

Swati Bhargava, EnTechnon
KIT Karlsruhe Germany
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Introduction and Background

The integration of innovative teaching methods in management education has gained significant attention in recent years.

Traditional pedagogical approaches often fail to engage students effectively, leading to a need for more interactive and engaging methods.

This paper explores the use of cartoon books as a medium to teach management concepts, leveraging the power of storytelling and visual learning to enhance student engagement and comprehension (Eisner, 1985; Kolb, 1984; Nonaka & Takeuchi, 1995).

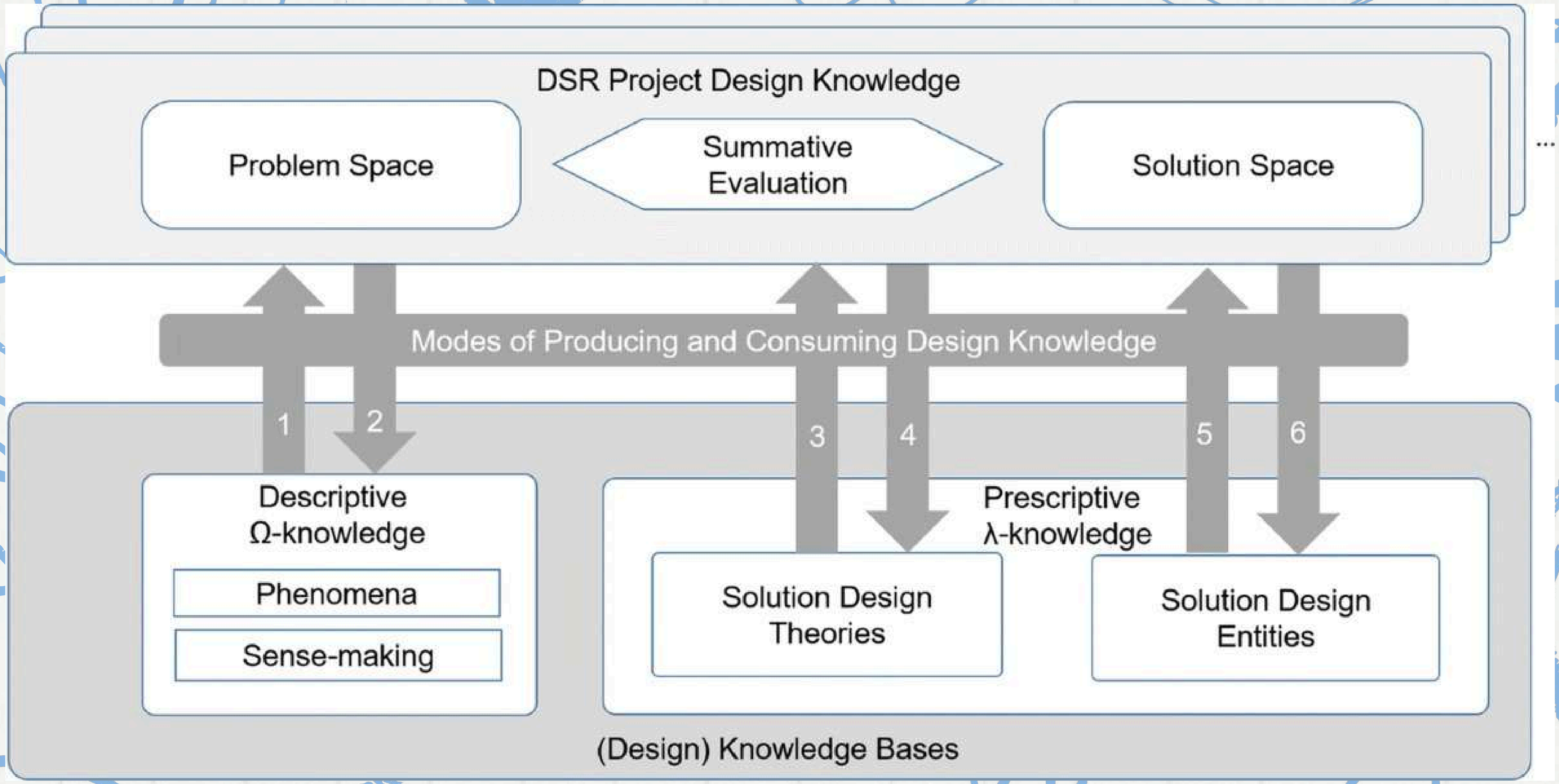
What is Design Science Research (DSR) Approach

Design science offers a promising approach to entrepreneurship education and research. It conceptualizes entrepreneurship as an artificial phenomenon, focusing on opportunity as a design artifact and problematizing entrepreneurial action (Dimov, 2016).

This perspective can be applied to education, using Vygotsky's ideas of artifact-mediated activity to develop entrepreneurial expertise (Lahn & Erikson, 2016).

The design science approach in entrepreneurship research encompasses three roles: practitioner, scientist, and design scientist, each with distinct modes of operation (Terzidis et al., 2021).

This framework provides a foundation for creating effective educational artifacts and research methodologies in entrepreneurship, bridging the gap between theory and practice.

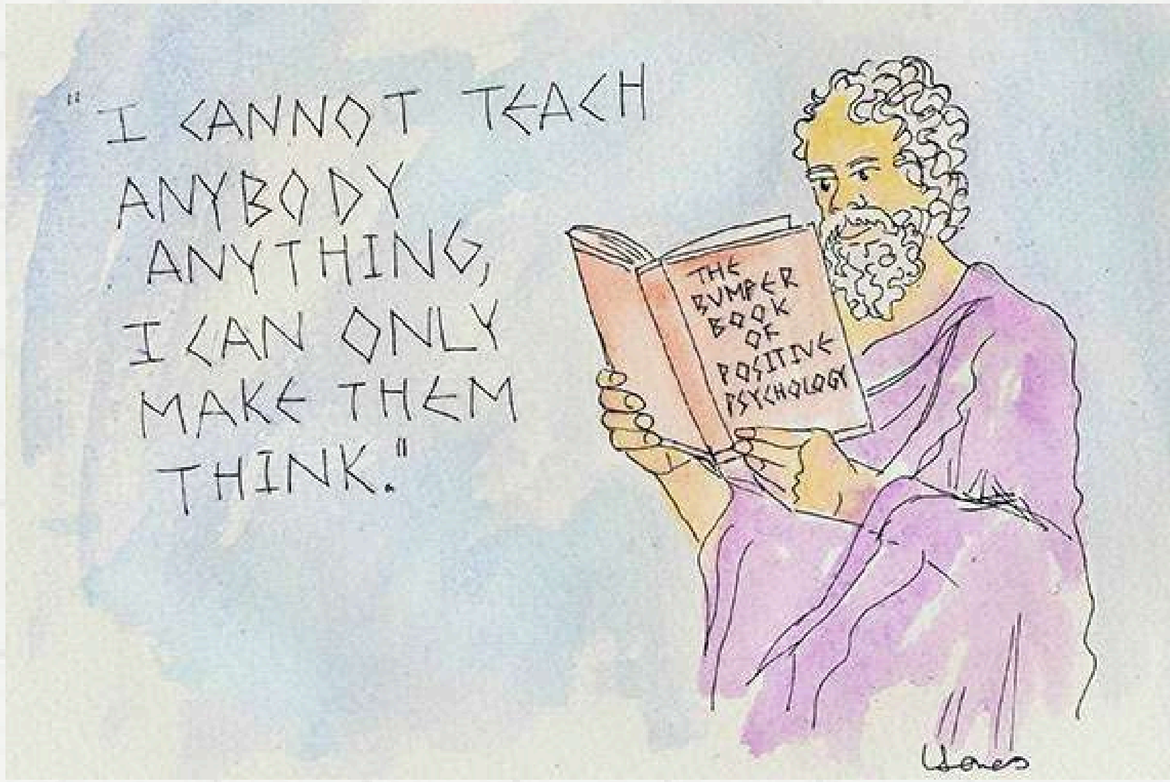

DSR Project Design Knowledge
Problem Space
Summative Evaluation
Solution Space
...
Modes of Producing and Consuming Design Knowledge
1
2
3
4
5
6
Descriptive Ω-knowledge
Phenomena
Sense-making
Prescriptive λ-knowledge
Solution Design Theories
Solution Design Entities
(Design) Knowledge Bases

Literature Review: Socratic Dialogue

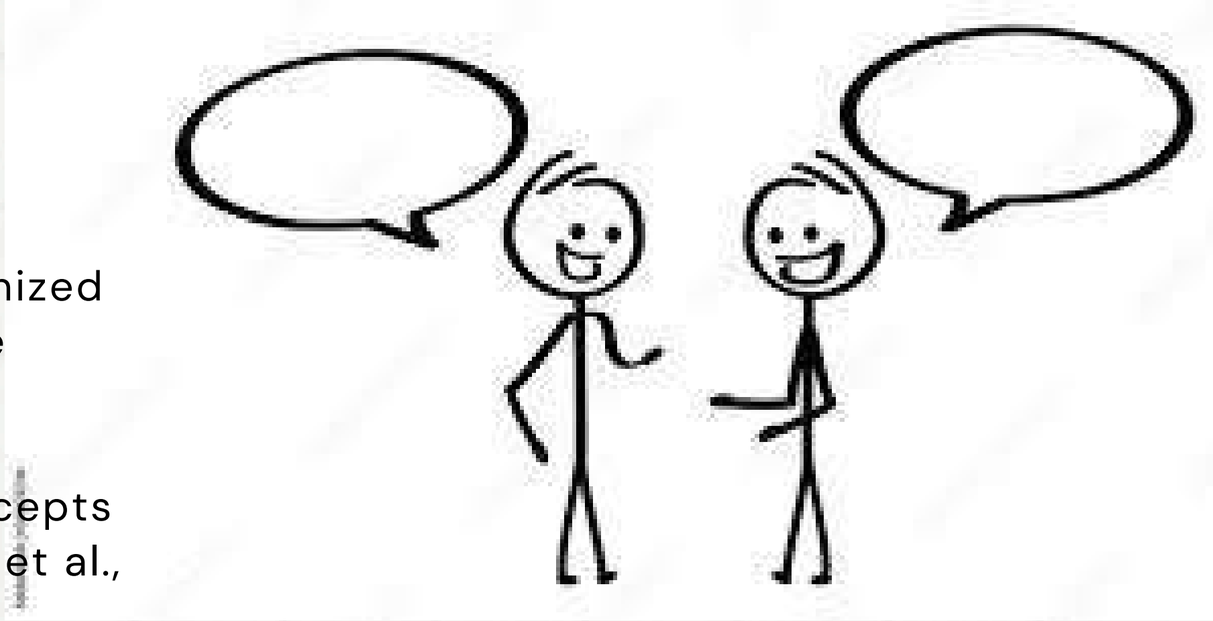
Socratic dialogue, rooted in the teachings of Socrates, emphasizes critical thinking and dialogue-based learning.

This method encourages students to question assumptions and develop a deeper understanding of concepts through guided questioning and discussion (Padesky, 1993; Overholser, 2011; Carona et al., 2020).

Socratic questioning is particularly effective in promoting critical thinking and collaborative learning (Montazeri, 2022).



Literature Review: Cartoon Books



Cartoon books, or graphic novels, have been recognized for their ability to simplify complex ideas and make learning more accessible.

The visual and narrative elements of cartoons can enhance memory retention and make abstract concepts more tangible (Eisner, 1985; Langley, 2021; Gardner et al., 1961).

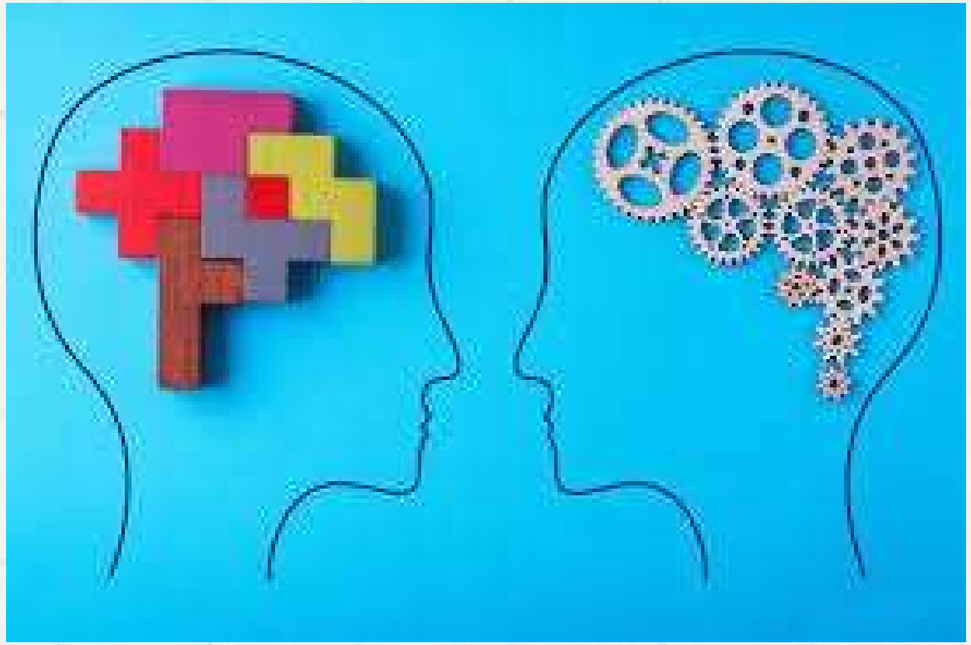
Research indicates that graphic novels can be an effective tool in education, particularly for visual learners (Becker, 2015; Morrison & Yeowell, 1987).

Literature Review: Entrepreneurship Education

Entrepreneurship education focuses on developing skills and mind-sets necessary for entrepreneurial success. Innovative teaching methods, such as the use of cartoon books, can foster creativity, problem-solving, and critical thinking, which are essential for entrepreneurship (Kuratko, 2005; Foster, 2021).

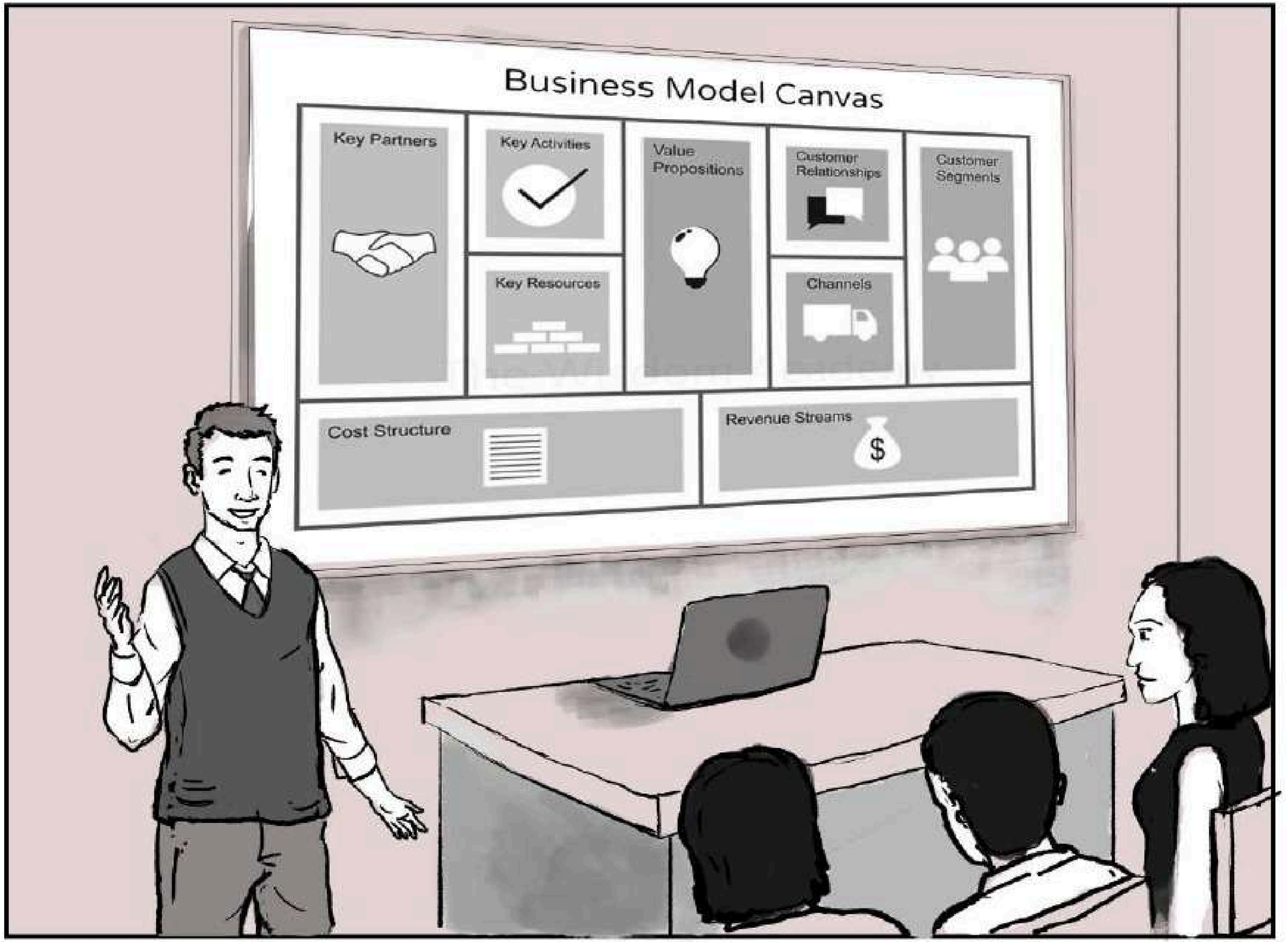
Studies have shown that entrepreneurship education can significantly impact students' entrepreneurial intentions and behaviors (Arko-achemfuor, 2014; Solesvik et al., 2013).

Literature Review: Learning and Cognition



Learning and cognition theories explore how individuals acquire, process, and retain knowledge. Visual learning, supported by cognitive theories, suggests that combining visual and textual information can improve comprehension and retention (Anderson, 1983; Atkinson & Shiffrin, 1968; Weinstein et al., 2018).

The dual coding theory posits that visual and verbal information are processed differently and can enhance learning when used together (Paivio, 1990).


Business Model Canvas
Key Partners
Key Activities
Key Resources
Value Propositions
Customer Relationships
Channels
Customer Segments
Cost Structure
Revenue Streams
$

Literature Review: Storytelling

Storytelling is a powerful pedagogical tool that can make learning more engaging and memorable. By presenting management concepts through stories, educators can create relatable and impactful learning experiences (Pollock, 2021; Hussein, 2022). Storytelling can help in contextualizing abstract concepts and making them more accessible to students (Gabriel, 2000; Denning, 2005).

Original Value of Paper

This paper contributes to the field of management education by introducing an innovative teaching method that leverages visual storytelling.

It provides empirical evidence on the effectiveness of cartoon books in enhancing student learning and offers practical insights for educators seeking to adopt similar approaches (Eisner, 1985; Kolb, 1984; Nonaka & Takeuchi, 1995).

Vielen Danke!