

# Creating a Cartoon Book for Entrepreneurship Education: A Design Science Research Approach

*Friday 22 November 2024 14:30 (30 minutes)*

The utility of a cartoon book to explain entrepreneurship concepts is multifaceted and supported by academic research. Mayer's Cognitive Theory of Multimedia Learning suggests that people learn more effectively from words and pictures than from words alone (Mayer, 2001). This theory implies that a cartoon book, which combines visual and textual information, can enhance comprehension and retention of complex entrepreneurship concepts.

Cartoon books can simplify complex ideas, making them more accessible and engaging. They can break down abstract theories into tangible examples, facilitating understanding (Levie & Lentz, 1982). For instance, the concept of 'lean startup methodology' can be depicted through a story of a character iterating their business model, visually demonstrating the process of build-measure-learn cycles.

Moreover, the Design Science Research (DSR) paradigm is applicable here. DSR is a research methodology used to create and evaluate IT artifacts intended to solve identified organizational problems (Hevner et al., 2004). In this context, the cartoon book can be viewed as an innovative IT artifact designed to address the challenge of effectively conveying complex concepts. This approach contributes to the practical domain by providing a novel tool for entrepreneurship education and to the academic domain by extending the application of the DSR paradigm to the field of management education.

In conclusion, a cartoon book can be a powerful tool to explain entrepreneurship concepts, making them more comprehensible, engaging, and accessible. It aligns with pedagogical theories and caters to diverse learning styles, offering a unique approach to entrepreneurship education. The creation of such a book aligns with the principles of the Design Science Research paradigm, marking a novel contribution to the management discipline.

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