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Nota di contenuto	Preliminary Material / Susanne Weber , Fritz K. Oser , Frank Achtenhagen , Michael Fretschner and Sandra Trost -- Becoming an Entrepreneur: Mapping Challenges in the Field of Entrepreneurship Education / Susanne Weber , Fritz Oser , Frank Achtenhagen , Michael Fretschner and Sandra Trost -- Entrepreneurship Education: A Gramscian Approach / Josef Aff and Gerhard Geissler -- Identification of Entrepreneurial Challenges as Essential Condition for Modeling Entrepreneurial Competence / Holger Benninghoff and Susanne Weber -- Identifying Knowledge, Skills and Abilities of Successful Entrepreneurs / Matthias Hofmuth -- Prior Knowledge of Potential Entrepreneurs / Bärbel Fürstenau , Hartmut-A. Oldenbürger and Iris Trojahn -- Context and Ideology of Entrepreneurship Education in Practice / Leona Achtenhagen and Bengt Johannsson -- Entrepreneurship Education at the University of Graz / Peter Slepcevic-Zach , Michaela Stock and Georg Tafner -- From "Chalk-and-Talk" to Starting New Ventures / Susan Müller -- Entrepreneurial Intentions in Initial Vocational Education and Training / Doreen Holtsch -- Can Entrepreneurship Be Taught to Vocational Students? / Thierry Volery , Fritz Oser , Susan Müller , Catherine Näpflin and Nuria del Rey -- A Research-and Evidence-Based Entrepreneurship Education Program at Ludwig-Maximilians University (LMU), Munich / Susanne Weber and Sabine Funke -- Ethical and Moral Considerations on Entrepreneurship

Education / Karin Heinrichs , Gerhard Minnameier and Klaus Beck -- Conceptualization of "MODE<sup>3</sup>" as an Innovative Model for the Evaluation of Entrepreneurship Education at Universities from the Perspective of Gründungsdidaktik / Ulrich Braukmann , Daniel Schneider and Andreas Voth -- "Arzt und Zukunft" – An Example of Entrepreneurship at the Faculty of Medicine at Ludwig-Maximilians University (LMU), Munich / Matthias Siebeck , Katrin Rauen and Jobst von Einem -- Ajzen's Theory of Planned Behavior in Entrepreneurship Education Research / Michael Fetschner -- Intrapreneur: An Entrepreneur within a Company / Susanne Weber , Sandra Trost , Michaela Wiethe-Körprich , Christine Weiß and Frank Achtenhagen -- Becoming an Entrepreneur – Epilog / Susanne Weber , Fritz Oser , Frank Achtenhagen , Michael Fetschner and Sandra Trost -- List of Authors / Susanne Weber , Fritz K. Oser , Frank Achtenhagen , Michael Fetschner and Sandra Trost.

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#### Sommario/riassunto

This book provides new insights into the important field of Entrepreneurship Education. The editors pick up Fayolle's invitation: "How can we learn from 'institutional' culture?" and translate it to a variety of aspects of learning to start-up. From the perspective of Human Resource Education and Management (Wirtschaftspädagogik) the authors shed light into the socio-cultural system of entrepreneurship education. They start with mapping out its challenges. They discuss context factors like political regimes affecting entrepreneurial activities, consider goals including moral awareness, introduce ideas of modeling entre- and intrapreneurial competencies, suggest teaching-learning-strategies, discuss evaluation procedures and introduce case studies of entrepreneurship education in different countries for different study levels. All in all this book stimulates and supports the challenges of educators, students, and practitioners (human resource managers, consultants, principals, teachers, and trainers) to introduce into the varying contexts of entrepreneurship education content specific, procedural, causal elements necessary for starting and maintaining an enterprise.

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