

Contents

1 Classroom Experiments: A Useful Tool for Learning about Economic and Entrepreneurial Decisions.....	1
Javier Perote, José David Vicente-Lorente, and José Ángel Zúñiga-Vicente	
2 An Experience in Teaching Innovation Based on Collaborative Learning and the Aronson Jigsaw Technique.....	15
Eugenia Babiloni, Ester Guijarro, and Manuel Cardós	
3 Learning by Teaching and Assessing: A Teaching Experience.....	29
Andreea Apetrei, Jordi Paniagua, and Juan Sapena	
4 DINNO®: An Innovative Technological Tool for Empowerment in Assessment	39
María Soledad Ibarra-Sáiz and Gregorio Rodríguez-Gómez	
5 Towards Sustainable Assessment: ICT as a Facilitator of Self- and Peer Assessment.....	55
Gregorio Rodríguez-Gómez and María Soledad Ibarra-Sáiz	
6 Entrepreneurship Education: A Tool for Development of Technological Innovation	73
Carlos Cunha, Barbara Coutinho-Pires dos Santos, and Almudena Sereno-Ramirez	
7 Teaching Entrepreneurship: A Comparison Between Virtual and Classroom Teaching Contexts.....	87
Rosa M. Batista-Canino, Pino Medina-Brito, Silvia Sosa-Cabrera, and Alicia Bolívar-Cruz	

8	Enhancement of Entrepreneurship in Colombian Universities: Competence Approach Plus Personalized Advice (CAPPA) Model	101
	Antonio Alonso-Gonzalez, Antonio Diaz-Morales, and Marta Peris-Ortiz	
9	Game Driven Education in Finance Through On-line Trading Tools	113
	Raúl Gómez-Martínez, Camilo Prado-Román, and Sandra Escamilla-Solano	
10	Educating for Entrepreneurship: Application to the Business Services Marketing Subject	125
	Sofía Estelles-Miguel, Marta Elena Palmer Gato, José Miguel Albarracín Guillem, and Carlos Rueda Armengot	
11	Work and Study Habits in the Interconnected Age: What It Means for Businesses of the Future	135
	Dag Bennett, Diana Pérez-Bustamante, and Carmelo Mercado-Idoeta	
12	Experiential Activities: A Tool to Increase Entrepreneurial Skills	153
	Diana E. Woolfolk-Ruiz and Mónica Acosta-Alvarado	
13	Fostering Entrepreneurship in Higher Education, by Problem-Based Learning	167
	P.I. Santateresa	
14	Best University Practices and Tools in Entrepreneurship	183
	Alberto Vaquero-García, María de la Cruz del Río-Rama, and José Álvarez-García	
15	Innovation in Entrepreneurship Education: Developing Competitive Advantages for MBA Students	199
	Ricardo D. Álvarez Rodríguez and Jorge A. Wise	
16	Resources and Tools of the Firm: Competencies and Entrepreneurship	213
	Marta Peris-Ortiz, Mónica López-Sieben, and Jaime Alonso-Gómez	
17	Entrepreneurship in Higher Education as a Horizontal Competence	223
	Cristina Mesquita, Rui Pedro Lopes, and Kristina Bredis	
	Index	243

Education Tools for Entrepreneurship
Creating an Action-Learning Environment through
Educational Learning Tools

Peris-Ortiz, M.; Gomez, J.A.; Vélez-Torres, F.;

Rueda-Armengot, C. (Eds.)

2016, VIII, 247 p. 52 illus., 21 illus. in color., Hardcover

ISBN: 978-3-319-24655-0