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UF Helps Shape the Next Generation of Russian Entrepreneurs

There is a global entrepreneurial revolution afoot, and Russia is in the midst of this revolution. Free markets do not work without someone to drive them. The driver is the entrepreneur.

In Russia, as a generation that was born after the fall of communism comes of age, the question concerns where the entrepreneurs will come from. As a small part of the answer, the University of Florida's Warrington College of Business Administration and its Center for Entrepreneurship & Innovation has partnered with Syracuse University and Texas Christian University to take its nationally-recognized entrepreneurship training program to St. Petersburg, Russia. The Dynamic Entrepreneurship Classroom, which will be held May 26-28 at St. Petersburg State University, is a high intensity, three-day exposure to best practices in entrepreneurship education for university faculty from across the Russian Republic.

Entrepreneurial ventures are responsible for producing more than three-quarters of the new jobs in American society, and they are the dynamic that creates new products, services, processes, markets, technologies and business models.

Yet, entrepreneurship education has no history in Russia. Even in the United States, the emphasis on developing curricula and conducting scholarly research on entrepreneurship has only been prominent for about 30 years.

The challenge is that there are very few faculties with any formal training in entrepreneurship education. Russia currently lacks the infrastructure to support entrepreneurs, and this is where programs like the Dynamic Classroom come into play.

The program aims to equip faculty with the tools they need to effectively teach entrepreneurship both within universities and to Russian citizens hoping to start new ventures. These faculty members will reach tens of thousands of students and community residents through their academic programs, incubators, economic development organizations and other entities.

Thirty-three Russian faculty members representing institutions throughout the vast Russian Republic will be exposed to lectures, discussions, experiential exercises and classroom demonstrations. The participants have backgrounds in engineering, economics, accounting, finance, and the humanities. They will be introduced to leading-edge teaching methods, new perspectives on the core content of entrepreneurship, approaches for building a great entrepreneurship program, and novel approaches to experiential teaching and learning.

Coordinated on the Russian side by the Russia Center for Entrepreneurship, the program brings together top entrepreneurship educators from America to explore how the entrepreneurial spirit can be nurtured in the modern Russian economy. The outcomes will include new courses launched in Russia as well as exciting new approaches to course design and delivery.

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The Warrington College of Business Administration is one of the world's top-rated public business programs, recognized for excellence by *U.S. News & World Report*, *The Wall Street Journal*, *Financial Times*, *The Economist*, and *Fortune*. As part of a Research 1 institution, Warrington is dedicated to a substantial research agenda, in addition to its teaching mission, from the undergraduate to the doctoral level. Warrington educates future business leaders using teamwork that provides opportunities for development of leadership, interpersonal and total management skills; promoting mastery of business functional areas; and fostering the habits and attitudes that constitute a solid research and work ethic.