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0521840104 - The Entrepreneurial Shift: Americanization in European Management Education during the High-Technology Era

Robert R. Locke and Katja E. Schöne

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## *The Entrepreneurial Shift*

This is a provocative study of how American-led entrepreneurship transformed business education in Europe. Starting with Silicon Valley's high-technology businesses, and examining business schools in France, Germany and the Czech Republic, the book shows how management education shifted in response to an increasingly entrepreneurial business context. Traditionally, training focused on learning about existing models and how to use them to best advantage; there was little room to embrace continuous change. New technologies have been liberating, enhancing variety and change in European business schools. The educational emphasis has turned now to thinking "outside the box" – embracing technological solutions, and creating organizations in which constant transformation is an everyday phenomenon. This study is an important contribution, and will be of interest to academics, students and practitioners who are concerned with how and why business is and should be taught today.

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*To Vera, Erika and Siegmar*

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*Living history is not like reading it.  
History once written has the  
illusion of inevitability.*

JEAN-PAUL SARTRE

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ROBERT LOCKE

Görlitz, Germany, and Honolulu, Hawaii

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AIE	Association of Innovative Entrepreneurship
ANVAR	Agence Nationale de Valorisation de la Recherche
ARP	Agentura pro Rozvoj Podnikání (business development agency)
ARPA	Advanced Research Projects Agency
Bac	Baccalauréat
BBA	Bachelor of Business Administration
BIC	Business innovation center
BMBF	Bundesministerium für Bildung und Forschung (Federal Ministry for Education and Research)
BMWI	Bundesministerium für Wirtschaft und Innovation (Federal Ministry for Economics and Innovation)
BWL	Betriebswirtschaftslehre (business economics) – an academic discipline
CEO	Chief executive officer
CERAM	Centre d’Enseignement et de Recherche Appliquée au Management
CIBER	Center for International Business Education and Research
CIDEGEF	Conférence Internationale des Dirigeants des institutions d’Enseignement supérieur et de recherche de Gestion d’Expression Française
CNRS	Centre National de Recherche Scientifique
CREGE	Centre de Recherche Economique et de Gestion d’Entreprise
DEA	Diplôme d’Etudes Appliquées
DESS	Diplôme d’Etudes Supérieures Spécialisées
DEUG	Diplôme d’Etudes Universitaires Générales
DFG	Deutsche Forschungsgemeinschaft (German Research Association)
Doc. Ing.	Doctor Ingenieur

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DOD	Department of Defense
EBS	European Business School
EC	Ecole Centrale – a premier French engineering school
ECD	Ecole du Commerce et de la Distribution
EDP	Electronic data processing
EEC	European Economic Community
EM	Ecole de management
ENA	Ecole Nationale d'Administration
ENSAIT	Ecole Nationale Supérieure des Arts et Industries Textiles
ENST	Ecole Nationale Supérieure des Télécommunications
EOE	Experimentally organized economy
ESC	Ecole supérieure de commerce – the generic term for French schools of commerce
ESCP-EAP	Ecole Supérieure de Commerce de Paris-Ecole d'Administration de Paris – a premier French ESC
ESISAR	Ecole Supérieure d'Ingénieurs en Systèmes industriels Avancés Rhône-Alpes
ESMA	Escuela Superior de Marketing
ESSEC	Ecole supérieure des sciences économiques et commerciales – a premier French ESC
FH	Fachhochschule – a sub-university school
FHT	Fachhochschule für Technik
FNEGE	Fondation Nationale d'Education de Gestion d'Entreprises
GIP	Groupement d'intérêt public
HBS	Harvard Business School
HEC	Ecole des Hautes Etudes Commerciales – a premier French ESC
HHL	Handelshochschule Leipzig
HRD	Human resource development
HU	Humboldt Universität
IAE	Institut d'administration d'entreprises
IMT	Innovation management techniques
INSA	Institut National des Sciences Appliquées
INPG	Institut National Polytechnique de Grenoble
INPL	Institut National Polytechnique de Lorraine
INSERM	Institut National de la Santé et de la Recherche Médicale
IPO	Initial public offering
IR	Information revolution
IT	Information technology

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IU	International university
IUT	Institut universitaire de technologie
LMU	Ludwig-Maximilians-Universität (Munich)
MBA	Master of Business Administration
MIT	Massachusetts Institute of Technology
MOT	Management of technology
NASA	National Aeronautics and Space Administration
NPVD	New product and venture development (Sloan School of Management)
NYU	New York University
OECD	Organization for Economic Cooperation and Development
OR	Operations research
PARC	Palo Alto Research Center
PEI	Program of Entrepreneurship and Innovation (University of Washington)
PIMENT	Programme d'Initiation au Management de l'Entreprise
RAIC	Regional Advisory and Information Center
R&D	Research and development
RWTH	Rheinisch-Westfälische Technische Hochschule
SAIC	Services d'Activités Industrielles et Commerciales
SARL	Société A Responsabilité Limitée (limited company)
SNCF	Société Nationale des Chemins de Fer
SME	Small and medium-sized enterprise
SPD	Sozialdemokratische Partei Deutschlands
STPA	Science and Technology Parks Association
TGZ	Technologie- und Gründerzentren
TH	Technische Hochschule
TQM	Total quality management
TU	Technische Universität
UCLA	University of California, Los Angeles
UGH	Universität Gesamthochschule
UNESCO	United Nations Educational, Scientific and Cultural Organization
UTC	Université de Technologie Compiègne
VC	Venture capital
WHU	Wissenschaftliche Hochschule für Unternehmensführung
WZL	Werkzeugmaschinealabor
YEO	Young Entrepreneurs' Organization