Chapter VII

Netrepreneur Simulation:
The Development of Realism in Virtual E-Entrepreneurship Learning

Salim Jiwa, The Manchester Metropolitan University, UK

Dawn Lavelle, University of the Arts London, UK

Arjun Rose, University of the Arts London, UK

Abstract

Entrepreneurship, or the move towards self-reliance, is increasingly seen as an important driver of economic growth and development in the UK. Enterprise education is seen as an expedient means of increasing both the number and quality of entrepreneurs. However, the nature, content, and relevance of entrepreneurship education have been subject to increasing scrutiny. There has been a growing interest in the process by which practitioners learn and the creation of entrepreneurial learning environments that emulate practitioner learning. The need to incorporate realism in educational requirements through a sense of presence experienced by learners has seen an increase in the use of virtual learning contexts. This chapter reviews the pedagogic requirements of entrepreneurial education within one specific context

of e-commerce. Netrepreneur simulates the initial start-up phases of e-business creation and, through the modelling and electronic simulation of the e-commerce environment, it aims to create a holistic understanding of the entrepreneurial process as well as encouraging participants to learn by doing. This chapter documents the underpinning objectives of design conceptualisation and the integration of the real and virtual worlds within system development. The later section of the chapter reports on the user survey responses to Netrepreneur, which demonstrates a strong sense of presence experienced by participants. The sense of presence experienced by learners in a virtual environment can be considered to be a key feature in ensuring the efficacy of learning and the following transfer of knowledge and skills from the learning context to the "real world."

Introduction

Entrepreneurship or the move towards self-reliance is increasingly seen as an important driver of economic growth and development. In common with other industrially developed nations, policy makers in the UK have developed an awareness of "entrepreneurship" and "enterprise education" as pragmatic and expedient solutions for a growing range of contemporary socioeconomic and political challenges. Numerous government publications (e.g., Small Business Service, 2005) on competitiveness have confirmed the importance of innovative entrepreneurship and the development of micro and small businesses as a necessary component of driving forward a knowledge-based economy and an enterprising society.

Small businesses in the UK make a major contribution to the health of the economy and to the diversity of opportunity in society. The UK has almost 3.8 million small businesses, accounting for 99% of the total number of UK firms and generating 52% of total turnover. They employ 12.6 million people, representing 56% of the private sector (Small Business Service, 2005). It is now widely acknowledged that the success of the small business helps to enhance competition by challenging incumbent businesses and provides an important source of innovation and new techniques. Despite a generally supportive environment and positive attitudes towards enterprise, the UK continues to lag behind the U.S. and many countries in Europe in terms of entrepreneurial activity (Minniti, Bygrave, & Autio, 2005).

The government's main objective in building an enterprise culture is to provide people with sufficient understanding to enable them to make informed choices regarding employment and enterprise. However, there is increasing recognition that career choices for graduates and others with higher skills and knowledge have not traditionally included business creation (Careers Service Unit, 1999). Without the motivation of highly skilled people and their movement into business, it is

30 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/netrepreneur-simulation-development-realism-virtual/30694

Related Content

Tracing the Many Translations of a Web-Based IT Artefact
R. Naidooand A. Leonard (2010). *Electronic Services: Concepts, Methodologies, Tools and Applications (pp. 1668-1688).*
www.irma-international.org/chapter/tracing-many-translations-web-based/44038

Towards a Semiotic Metrics Suite for Product Ontology Evaluation
Joerg Leukeland Vijayan Sugumaran (2010). *Intelligent Systems in Operations: Methods, Models and Applications in the Supply Chain (pp. 309-323).*
www.irma-international.org/chapter/towards-semiotic-metrics-suite-product/42667

An Affordable Hybrid Cloud Based Cluster for Secure Health Informatics Research
Basit Qureshi (2018). *International Journal of Cloud Applications and Computing (pp. 27-46).*
www.irma-international.org/article/an-affordable-hybrid-cloud-based-cluster-for-secure-health-informatics-research/202388

Statistical Assessment of Ambient Assistive Techniques by Elders to Enhance Their Well Being From Fall Events
Elangovan Ramanujamand S. Padmavathi (2021). *International Journal of Service Science, Management, Engineering, and Technology (pp. 164-179).*
www.irma-international.org/article/statistical-assessment-of-ambient-assistive-techniques-by-elders-to-enhance-their-well-being-from-fall-events/282146

Modeling and Analyzing Non-Functional Requirements in Service Oriented Architecture with the User Requirements Notation
Hanane Becha, Gunter Mussbacherand Daniel Amyot (2011). *Non-Functional Properties in Service Oriented Architecture: Requirements, Models and Methods (pp. 48-72).*
www.irma-international.org/chapter/modeling-analyzing-non-functional-requirements/52229