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REVISTA DE INVESTIGACIÓN

New cross-proposal entrepreneurship and innovation in educational programs in third level (tertiary) education

Nueva propuesta transversal de emprendimiento e innovación para programas educativos en el tercer nivel de educación

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Abstract

Capitalism has promoted and requires the growing knowledge of entrepreneurs, creative people who have the ability to solve problems in the form of innovation. The types of enterprises they create can be social, public and private. By creating an enterprising company new products and new production methods can be introduced, new markets are open, new sources of raw materials and inputs are developed and new market structures in an industry are created. Entrepreneurship can be taught, the question is how to do it. Teaching entrepreneurship should go beyond the business plan. It proposes a form that overcomes the mistakes found by the author in two research studies in 2008 and 2014 in the programs of management in Bogotá.

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JEL classification: I2 Education and Research Institutions; I21 Analysis of Education; I23 Higher Education - Research Institutions

Keywords: Entrepreneurship; Education; University; Enterprise; Creativity and innovation

Resumen

El capitalismo ha promovido y requiere el conocimiento cada vez mayor de los empresarios, la gente creativa que tienen la capacidad de resolver problemas en forma de innovación. Los tipos de empresas que

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crean pueden ser sociales, públicos y privados. Mediante la creación de una empresa emprendedora nuevos productos y nuevos métodos de producción pueden ser introducidas, nuevos mercados están abiertos, nuevas fuentes de materias primas e insumos se desarrollan y nuevas estructuras de mercado en una industria se crean. El emprendimiento se puede enseñar, la pregunta es cómo hacerlo. La enseñanza del espíritu empresarial debe ir más allá del plan de negocios. Propone una forma que supere los errores encontrados por el autor en dos estudios de investigación en 2008 y 2014 en los programas de gestión en Bogotá.

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Códigos JEL: I2 Instituciones de Educación e Investigación; I21 Análisis de la Educación; I23 Educación Superior - Instituciones de Investigación.

Palabras clave: Emprendimiento; Educación; Universidad; Empresa; Creatividad e innovación

Introduction

Education is a prerequisite for raising productivity in all economic sectors, and a critical instrument in the framework of a productive development policy. There are not enough ways for education systems to respond quickly to the needs of the productive sector in the world. According to the Global Competitiveness Index, no country in Latin America is known for this aspect, Costa Rica is ranked 48 and Colombia has fallen 26 places in the rank of health and primary education – position 105 in the world. In the rank of Higher education Chile is in the 32nd place, Costa Rica in the 37th, Brazil at 41 and Colombia is in the 69th, far from South Korea – 23rd – and Malaysia – 46th. In coverage rates in higher education Chile covers up to 75% and Uruguay 65% making progress in the first decade of the millennium, while Colombia shows a 45% coverage that is expected to expand to a 64% in 2018, far from the OECD (Organization for Economic Cooperation and Development) countries average – about 83% in 2012 ([Consejo Privado de Competitividad, 2014](#)).

In the past an increasing number of entrepreneurial initiatives were undertaken across the globe during the technology boom of 1999–2001. Such initiatives also fueled the take up of technology: “without the action of these entrepreneurs, oriented by a specific set of values, there would be no new economy and the Internet would have diffused at a much slower pace and with a different range of applications” ([Castells, 2001a,b](#)).

There are not recipes or unique objectives in Latin America: entrepreneurial activities aim for regional development, employment generation, development of SMEs and the promotion of innovative activity ([BID, 2004](#), pp. 265). The lack of education in entrepreneurship in Spain has made 80% of the new businesses to fail within the first five years of creation, in the United States, companies have an average life of six years, while 30% will not meet its third year. In Latin America the situation is similar: in Argentina only 7% of the enterprises reach the second year of life; in Chile, 25% of companies disappear in the first year ([Velázquez Valadez, 2008](#)). In Mexico 75% of the new businesses close after two years of operations, and between April 2009 and May 2012, for every one hundred existing establishments, 20 of them closed and 20 initiated activities, approximately. Delving into this data we see that the INEGI shows that in this period (2009–2012) 1,135,089 establishments were born and that the sector that had the highest proportion of births was the private non-financial services, with a 30.7%, followed by the commercial sector with a 28.4% and, thirdly, the manufacturing industries with a 20.4%. Regarding the closure of establishments

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