

From Idea Pitch to Business Brief: Entrepreneurial Mindsetting in a Managerial Accounting Principles Course

Jill Christopher*, Robert E. Kleine III** and Dexter Woods***

This paper presents two integrated course assignments – one for individuals and one for small groups – that encourage students to adopt an entrepreneurial mindset within the context of a managerial accounting principles course. The assignments consist of individual students preparing competition-quality idea pitches, several of which are then selected for development by student groups into business briefs addressing issues that are problematic to microentrepreneurs. These active- and experiential-learning assignments provide an efficient, engaging, and fun way to achieve a variety of course, college, university, professional, and accreditation missions, goals, and objectives.

Field of Research: Accounting education, entrepreneurship, active learning, microentrepreneurship

*Dr. Jill Christopher, James F. Dicke College of Business Administration, Ohio Northern University, Ada, OH j-christopher@onu.edu

**Dr. Robert E. Kleine III, James F. Dicke College of Business Administration, Ohio Northern University, Ada, OH r-kleine@onu.edu

***Dr. Dexter Woods, James F. Dicke College of Business Administration, Ohio Northern University, Ada, OH d-woods@onu.edu