

Exploring the potential of "Formative Fieldwork" as a method for understanding/cultivating learning for entrepreneurial approach.

Entrepreneurial approach requires the domain of knowledge and experience that are often taken for granted for the experienced entrepreneurs, yet quite new for many of the beginning students. This poses a challenge for the teachers in the field of entrepreneurial education. In this presentation, I shall explore the possibility for applying "Formative Fieldwork" (Toma,2004) to the entrepreneurial education in order both to assess the understanding of the students and to intervene the instructional process toward cultivating better/deeper understanding right on the spot of ongoing lessons. Formative fieldwork is a method integrates generation of practice involving learning/development toward wellbeing on the one hand and the accumulation of knowledge on the process of yielding such practice on the other. It is the method of research based on cultivating practice and systematic documentation and the analysis of the process of assessing and generating practice on site.