

The Missing Piece Is Learning With, Not For: Reimagining Sustainable Entrepreneurship through Disability-Inclusive Problem-Based Learning

Short abstract:

What is the missing piece in entrepreneurship education? This keynote argues it is learning with, not designing for. Drawing on real classroom cases — an entrepreneurship and new product development course built around problem-based learning, transformational learning, and structured competition — this talk shows how inviting people with disabilities into the classroom as co-creators, not case subjects, reshapes both what students learn and who they become. Students move through theory-building, field immersion, and iterative co-design with disabled collaborators, industry mentors, and social enterprises, culminating in a competitive pitch where disabled community members role-play as investors. The result is entrepreneurial learning that directly advances SDG3 and SDG4 while cultivating empathy, accountability, and practical innovation skills. This session shares the pedagogy behind the outcomes: how to structure problem-based learning, embed meaningful competition, and design for transformation — offering educators a replicable model for bridging inclusive innovation, sustainability, and entrepreneurship education across Asia and beyond.