

Developing University Entrepreneurial Ecosystems in Sub-Saharan Africa

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Chapter 3

Exploiting Digital Platforms for Mainstreaming Entrepreneurship Education in a Kenyan University

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Abstract:

We draw on the academic literature on university ecosystem, digital platforms, and professional identity development to conceptualise how we exploited digital platforms for entrepreneurship educators in an SSA university context. To illustrate, we present the Accelerating Entrepreneurship Support in Universities Accelerator Programme, the first pilot developed and applied at Riara University. The design of the programme, the delivery method, and the skills and competencies taught and developed by student entrepreneurs reveal the complexities of reinforcing an undergraduate programme in a Kenyan university and the tools needed to address the said complexities. Our reflections provide insights for mainstreaming entrepreneurship in SSA universities to ensure the development of professional identity within entrepreneurship programmes.

Keywords: Mainstream Entrepreneurship Education, Professional Identity Development, Digital Platforms, Accelerator, Blended Learning