THE SOCIALLY CONSTRUED NATURE OF ENTREPRENEURSHIP EDUCATION: THE CASE OF HIGHER EDUCATION IN CROATIA

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Abstract

In this paper we take Bourdieu’s approach of field, habitus and capital in the analysis of higher entrepreneurship education in Croatia. We apply a critical analysis of institutional influence over shaping perceptions and social construction of entrepreneurship education, as well as influence on the perception of the entrepreneur and entrepreneurship.

The research is based on identifying and analysing the qualitative data: policy documents on entrepreneurship education at the national level (strategy for entrepreneurship education, curriculum) and the scientific papers on the topic of higher education concerning entrepreneurship education in Croatia. We identify the main categories of discourses which may impact students’ entrepreneurship desirability and feasibility beliefs.

Using the critical discourse analysis we identified the dominant discourses related to the subjects of entrepreneurship education: entrepreneurs, students, teachers and the institutions of higher education that offer education programs for entrepreneurship.

Keywords: entrepreneurship education, higher education, Croatia, discourse analysis, Bourdieu