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HOW ART OF TEACHING CAN DEVELOP IMPACTFUL ENTREPRENEUR

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ABSTRACT

The aim of this paper is to discuss how to nurture the mind of budding entrepreneurs using the art of teaching and help them get efflorescence of business ideas. Art is a perfect package which teaches creativity but is also about collaboration, critical thinking and problem solving in connection with varied cultural influences. Art based learning for business provides a crucible for creativity, innovation and transformation and also emerges as viable approach to enhance entrepreneur skills. Businesses are looking for solution, and art-based learning can help because of dramatic changes in market, technology and global competition. Relying solely on logic, analysis and problem solving skills is insufficient in today's rapidly changing environment. Artists and business leaders have many parallels, both have a guiding vision, a potent point of view, formulating an idol, navigating through chaos and finally producing a new creation. Art is a medium of expression, and nobody can replace that expression from the mind of learner. Only a mentor can harness the science of learning, to illuminate the mind of the learner to discover themselves. A mentor will ensure that the learner is able to identify what excites them in life, things for which they have a passion and are most happy doing. They encourage the learner when they falter and fail this empowers them in taking difficult decision later in life which are a pre-requisite of a successful businessman. Art of teaching

can be summarized by I CAN, I WILL, I PROMISE

Keyword: skill development, intercultural communication, practical approach, transmission, opportunity

INTRODUCTION

There is a wealth of contemporary research focused on art of teaching or how to build a successful entrepreneur but our study focuses on how art of teaching can develop impactful entrepreneur by applying Art based learning which helps in skill development. This study discusses how a teacher awakens the natural curiosity and creativity of the young minds and convert into a big discovery by changing the traditional teaching methodology and introducing art-based learning to the young minds so that they are ready for today's business world. Albert Einstein said – "Education is not the learning of fact but the training of the mind to think". What the young mind is thinking, that really matters in today's world as we all know that they are futuristic and as a creative developer, we should develop creative thinking because true learning only happens when a teacher discovers what truly matters to his/her student. Successful teachers should practice an art form that requires craft, sensitivity, creativity and intelligence and should able to express their trust in students. Teacher should be willing to invite students into their intellectual curiosity, makes ways to draw student

attention and be sensitive to their human emotion.

Art is a potent catalyst for dialogue, reflection, and can be a process for self discovery. Teaching is a sky full of stars, as a creative developer we should develop creative mind and the power of creativity and moving an idea through the process of innovation to reach a final result—be it a business, a product, or a social movement. At the beginning of every venture is an idea, which is why the innovative process begins with creativity. When an idea for something new is combined with a meaningful purpose, creativity rises to the level of innovation. The process of innovation doesn't begin with entrepreneurship, jumping straight into design thinking doesn't provide the foundation needed to develop key skills. Some problems that the entire world is facing can only be solved with innovation and passion. This is where we need young entrepreneurs, not machines.

LITERATURE REVIEW

The literature review focuses on the many variables – art of teaching and importance of it, Art based learning –how it helps in developing entrepreneurship learning, what are the non-cognitive skills which need to be developed to be a successful entrepreneur.

Art of teaching

If art is human expression about the world, then teaching is human expression about the unfolding and ever-changing ways that we think and learn about the world. This art must be relational, for the ways we learn about the world cannot be pointed to and dissected, but only embodied and experienced: patience, empathy, collaboration, awe, and transformation. The Art of teaching thrives through a kind of expressive personality. When instructors reflect on

the ways they have handled challenging students or situations, they can identify the instincts and reactions they most wish to cultivate or eradicate. Like writing, teaching can be taught, mentored, and made into principles; but its actual expression will always have an individual style, a personal approach, a unique coalescence of practices that cannot be replicated by others. In many ways, the art of teaching develops naturally as a teacher allows experience, mistakes, and successes to form and reform their approach, and cannot be summarized easily. However, a variety of practices can help teachers articulate their particular approaches, beliefs, and habits that comprise an art of teaching.

Art of teaching is based on 5c's which helps in improving the teaching learning process and makes it more purposive. It tries to discuss the concept of teaching, analysis of teaching process, and relationship between teaching and learning.

5c's of art of teaching

1. Critical Thinking - It's a process of filtering, analyzing and questioning information and content found in various media, and then synthesizing it in a form that has a value to an individual. It is the ability to take information and put it to use to create solutions.

2. Collaboration - Collaboration is a skill of utilizing various personalities, talents, and knowledge in a way to create a maximum outcome. The outcome must provide a benefit to the entire community or a group. Due to synergy, the common outcome has a greater value than a sum of values of each individual outcome. More collaborative learning means more emphasis on cooperation.

3. Communication - Communication is a skill of presenting information in a clear, concise and meaningful way. It also designates careful listening and articulating thoughts. Communication has various purposes:

informing, instructing, motivating, and persuading

4. Creativity - creativity is one of the most important characteristics of being human. It is one of the main traits that make us successful as individuals create something new or create something in a new way, utilizing the knowledge has already acquired. It does not just signify art, but also various solutions to a problem in real life situations.

5. Culture - It associates the individual to all that surrounds them: art, drama, dance poetry, history, science, religion, written and unwritten language, technology and the individual themselves.

Today's generation is the "I" (internet) generation! Learners today are experiencing a digital childhood filled with smart technology, tablets, the internet, and social media. The majority of the youth have access to many forms of current technology, both at school and in their homes, and are amazing at media multitasking. So, as 21st century educators we should focus on student key skills as well as we need to understand how we trained them to contemplate and do their introspection so that they develop the business skills. There are some common views of what constitutes teaching:

- Transmission is the process by which information, knowledge, ideas and skills are taught to others through purposeful, conscious telling, demonstration and guidance. Historically this is the most traditional and, currently, the most predominate method of instruction. While teaching as transmission reflects more behaviorist learning theories, teaching as transaction is rooted in more constructivist perspectives. In this view of teaching, a well-worded explanation is seen as having the most impact on student learning. While this mode of teaching is still highly regarded by both students and instructors.

- Acquisition is the conscious choice to learn. Material in this category is relevant or interesting to the learner. This method includes exploring, experimenting, self-instruction, inquiry, and general curiosity. Because acquisition implies an emotional commitment on the part of the learner, it is a more effective process than transmission.

- Accretion is the gradual, often subconscious or subliminal, process by which we learn things like language, culture, habits, prejudices, and social rules and behaviour. We are usually unaware that the processes involved in accretion are taking place, but this method accounts for a large number of things humans know and do. Social learning and modelled behaviours as they are passed on and imitated certainly play into this type of learning, as does the hidden or covert curriculum.

- Emergence is the result of patterning, structuring, and the construction of new ideas and meanings that did not exist before, but which emerge from the brain through thoughtful reflection, insight and creative expression or group interactions. This form of learning accounts for the internal capacities of synthesis, creativity, intuition, wisdom, and problem-solving. This method is greatly dependent on the allocation of time, and opportunities to reflect and construct new knowledge. Emergence plays an important role in inspiration and originality. If we (educators) stick to old methods without trying something new, we will not succeed and at a certain point it is important to stop, look back and evaluate the experience. There is a question that always strikes in most of our minds – what today's educators need to develop successful entrepreneurs?

Exposure to diversity in thought and behavior

Today's teacher is more of a facilitator than a lecturer when it comes to cultivating learning practices. Educators who ask open-ended questions inspire thoughtful responses and encourage student thinking, reasoning, and reflection. Teachers meet learners from different background and perspective which breaks assumption expectations and expand thoughts and having diversity in perception will creative problem-solvers.

Facilitates Student Focused Learning

Problem-based learning helps to develop creativity and the ability to think critically. A good educator knows that knowledge is not the aim, Teachers should adopt the principles of individual differences.

Embraces Leading-Edge Technology

Teachers all around the world are able to develop and share innovative ways of learning with the help of technology—they can create visual and interactive learning environments for students who live in rural areas and remote parts of a country.

Prepare them for real Life

Today's educators not only prepare students for life-long learning, they model a life of endless learning. There are dynamic examples of learning that does not end at graduation. Teachers have to encourage students to question all information and to associate it with their background knowledge. There are everyday strategies that help to develop the skills needed for an entrepreneur world.

Experimental learning

Successful classrooms are ones in which learners are engaged through the educator's use of a combination of content knowledge, pedagogical knowledge, and technical know-how. The process of learning should be creative and captivating; hence teachers have to take advantage of educational innovations in

order to keep abreast with recent developments.

Art based learning

Art based learning is an approach to learning, using the arts as a pathway to explore non-art topics such as leadership, change, and innovation in business. Artists and business leaders have many parallels. Both involve having a guiding vision, a potent point of view, formulating an ideal, navigating chaos and the unknown, and finally producing a new creation. An artful leader must know how to lead people creatively. Since all great art pushes boundaries beyond established norms, it can teach us about leadership, change, courage, and creativity. It makes sense therefore to learn principles and practices from the world of arts and apply them to business. It helps us how to use a new nonverbal language and vocabulary that is found in the process of art, and that allows a deeper collaboration of mind and body, that words alone cannot achieve. Arts-based learning for business provides a crucible for creativity, innovation and transformation. Artful reflection helps us identify patterns, decode complexity, seek new perspectives, and enables a deeper inquiry into matters of importance in our lives and companies. The goal of art-based learning is not to teach people to be artists but to create immersive learning experiences using artistic processes to help people gain new insights and perspectives about business challenges.

The arts are emerging as a role model for business to adopt. Through art, we can make it safe to ask the deeper questions that lead to the emotional truth about a situation. Businesses are looking for solutions and arts-based learning can help in the following:

- Team development
- Strategic planning

- Values creation and meaningful work
- Appreciative inquiry and leading change
- Creativity and innovation skills development
- Leading change
- Inspiring, engaging and motivating employees

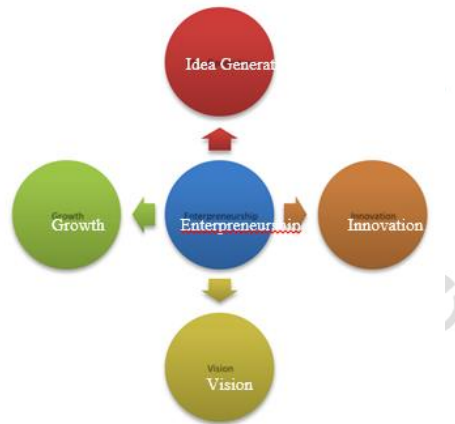
Entrepreneurship

A first objective is the development of a broad understanding of entrepreneurship, and of the role of an entrepreneur in modern societies and economies. Entrepreneurship is all about transforming the world by solving big problems. Like initiating social change, creating an innovative product or presenting a new life-changing solution. In the 21st century, an individual must be able to create something new or create something in a new way, utilizing the knowledge he has already acquired. It does not just signify art, but also various solutions to a problem in real life situations. A successful and sustainable business requires entrepreneurship and innovation. Entrepreneurship is a mindset an attitude and taking a particular approach to doing things and often requires creativity, innovation while addressing a new opportunity or concern in a new way. An entrepreneur is an innovator, as starting a business generally requires business concepts, ideas, service, new technology, People for support, a process by which service or product will be delivered, money to run all activities. to fulfill all these things, we require entrepreneurship education. Entrepreneurship education also provides budding entrepreneurs with the skills and knowledge to come up with business ideas and develop their own ventures and this includes helping them to learn about core business areas.

Entrepreneurship benefits students and learners from different social and economic backgrounds because it teaches people to cultivate unique skills and think outside the box. Moreover, it creates opportunity, instills confidence, ensures social justice and stimulates the economy. “As an entrepreneur, you do all those things. If you have the opportunity to acquire those skills, you going to be more valuable in the workplace”.

The primary focus of entrepreneurship education is on

- How to start a business including the key processes of business start-up
- How to plan and launch a new business venture, enhancing the necessary skills and behaviours needed to run a business
- The deployment of entrepreneurial skills and knowledge in a business context
- Imminent use of the knowledge and skills needed to start a business;



What entrepreneurs need most of all above - motivation, focus, hope, financing, marketing skill and a brilliant idea. The one thing all successful entrepreneurs have in common is the desire to make their idea a reality.

Other than desire an entrepreneur also needs the following.

1. Passion, Perseverance & Persistence:

Passion is a strong and barely controllable emotion that culminates into something that is almost always bigger than the person carrying it within himself/herself. Perseverance is a rather mature emotion. It's not really found in the novice. It is that silent magic ingredient that makes all the difference in winning and losing. Persistence is the sail that will pull an entrepreneur through the toughest of storms. Being firm on your path even in times of utmost difficulty is the hallmark of a leader.

2. Big Dreamer:

What further strengthens an entrepreneur is their ability to dream and see the larger picture. It is literally the very first step that sets them on a path to self-discovery.

3. Learning:

Learning should never stop irrespective of your age and hence arming yourself with education plays a vital role in transforming you into the leader you want to be.

4. Good Listener:

Any person will only be able to contribute if they first learn to absorb. However simple it may sound, but the ability to truly listen to customers and employees is not something that comes easily to all. It is this very skill that becomes the polestar of a long-term growth. The people who work for you

should look up to you for inspiration and hence as far as work ethics are concerned, no compromise is acceptable.

The 3 p's of Entrepreneurship



Passion -

If there's no passion, there are high chances that you may give up easily.



Perseverance -

Nothing happens overnight, be patient till your business reaches its peak.



Persistence -

You may fail at first, but persistence is what will ultimately lead you to success.

Importance of Intercultural communication in a Business

Intercultural communication is a symbolic, interpretive, transactional, contextual process, in which people from different cultures create shared meanings. The need for effective intercultural communication can be found in all aspects of a business, from internal communication to marketing and advertising. Effective global communication allows workers from different cultures to work together as a group. It is commonplace to do business with people from all over the world. Whether you're dealing with manufacturers from another country or building an office on a different continent, it's important to be aware of the cultural norms of the people around you. Culture also involves the psychological aspects of your expectations of the communication context. From the choice of words (message), to how you communicate (in person, or by email), to how you acknowledge understanding with a nod or a glance (nonverbal feedback), to the internal and external interference, all aspects of communication are influenced by culture.

METHODOLOGY & APPROACH

Around the world parents and business leaders are asking the same question - what are the skills needed to for a child to become successful entrepreneur. What skills they need to cultivate in a rapidly, changing world? In the process of innovation, entrepreneurs are the individuals who pull everything together and lead the action. Learning entrepreneurship is very different from learning anything else. The very concept of this study is to help the students identify their strengths and talents and to work on improving them. In real-world examples, we can see many successful entrepreneurs who were very bad students in their time. Both Mark Zuckerberg and Bill Gates are college dropouts and look at them now. Through their leadership skills, they activate, focus and accelerate the journey to the desired outcome. According to Dr. Laura Jana (Paediatrician, educator, author, and health communicator) skills are divided into two categories which are helping learners to find purpose and cultivate personal success.

1. Hard skill or traditional skill - IQ skill which includes – reading, writing, arithmetic.

2. Soft / Social and creative skill QI (key) - which includes - creativity, communication, collaboration, critical thinking along with great leadership and adaptability.

It is also called soft or non-cognitive skills that are gaining prominence in playroom, board rooms and classroom around the world. we can also call them QI (key) skills the reverse of IQ. QI skills represent a new set of skills deemed absolutely necessary for success in today's rapidly changing world, with far-reaching implications for education, business, innovation, and economics.

1. Me skills: those skills pertaining to the self, such as self-control, introspection, self-management and self-awareness.

2. We skills: These focus on working with others, like communication, teamwork, and empathy.

3. Why skills: This set focuses on fostering curiosity, teaching them questioning and looking for understanding.

4. Will skills: a can-do attitude, motivation is the goal of these skills, aiming to encourage and determination.

5. Wiggle skills: intellectual restlessness, wiggling is thought to power the Will and Why, by giving the free reign to explore and channel energy into passions.

6. Wobble skills: This is all about recovery; skills that teach to come back from failure and learn from it.

7. What If skills: possibility skill, defined by imagination, creativity, out of box thinking, passion, how it should be.

Apart from the QI (key) skill there are some activities which Nurtures Personal Growth and Development and help to teach entrepreneurship -

1. Turn class participation into speaking events

Instead of standard class discussions, give students a chance to practice public speaking. Teachers can make this shift by integrating Ignite Talks or pop-up debates. These work in any subject area. With these activities, kids feel positive pressure as they speak to an audience. Entrepreneurs do this when pitching to investors or speaking to customers

2. Introduce project-based learning (PBL)

When entrepreneurs launch a startup, they often begin by attempting to solve a narrowly-defined problem. Teachers can launch a PBL initiative that empowers

students to define real-world problems and create solutions for those problems.

3. Work with authentic tools and platforms.

There is a flood of communication and classroom tools geared towards students. Tools, which often have a narrow use case confined to the classroom, shelter students from the authentic digital world. Free services like WordPress, SoundCloud, YouTube, GoFundMe, and Instagram, however, are used by entrepreneurs to establish platforms and grow audiences. By using these same tools in a lesson or project, students can practice the same methods that modern entrepreneurs use to share their work with the world.

Not many students will launch a startup from their classroom. But with the right mindset and a few well-chosen strategies, teachers can help students develop the skills they need to succeed in our increasingly entrepreneurial world.

Apart from the above activities we can also conduct some class exercises to develop the perception, passion, design thinking skill, idea generation, will power and confidence in the learner.

Exercise 1

To understand the power of art –collect students into a room and showed them a picture of abstract art done by great artist and asked them “what do you see?”

They will come up with different answers as their imaginations are different. After having a discussion with them point out the detail and concept in each picture. By doing this quickly they learned that looking at something with different people can provide more points-of-view and discoveries than looking at something alone. It opens up opportunities for creativity and also shows the collaboration and cooperation which is very important part of - art of teaching and also helpful in entrepreneurship.

Exercise 2

To understand the power of confidence, self-awareness and self-motivation ask your students to create a tower by using building blocks. The tower building exercise challenges one to build a tower by putting one square block over another and achieving the maximum height possible till the tower falls down. Ask the students to set goals for themselves i.e. how many blocks can they use before the tower collapses. Once the goals are set, a student who had their target is called to the dais to build the tower. At a later part of the exercise, one of the students is blind folded and is asked to build the tower with their non-dominant hand while two other students guide in building the tower. Students are asked to re-assess their goals. After that there might be shift in the target of student. By completion of this exercise students will get an experience that these were not preferred in an organization as the organization shouldn't lower its targets despite the hurdles that comes in its path and should strive it best to achieve the target.

Exercise 3

Third exercise is based on following the instructions. This is a quick fun activity with a little trick to see how many of the participants will actively listen and follow the one single instruction.

FINDINGS AND DISCUSSIONS

Teaching is more than a job. It is a responsibility - one of the greatest responsibilities in civilized society. Teachers lay bare the mysteries of the world to us. They train our minds to explore, to question, to investigate, to discover. Learning requires consciousness and the capacity to utilize what we know and leads to change both in what and how we know. Most researchers divide teaching methods into two categories: traditional methods - typical of conventional education, and innovative

methods (more action based) typical of entrepreneurial education. Art based learning identifies a range of cognitive capacities engaged in and nurtured by the teaching art including focused perception, elaboration, problem solving, and elements of creative thinking including fluency, originality, and abstractness of thought and also how engagement with the mentioned activities affects students thinking skills, dispositions, and inclinations to work with complex ideas in a way that prepare them for future opportunities to learn new information, invent, collaborate, and otherwise engage in productive activities on the basis of our Findings - arts-based learning can combined with whole-brain creativity and design thinking to improve the creative skills. Creative students are not afraid of change; they are more confident and flexible. Using imagination, they can find new ways of solving different problems and are able to memorize information without the need to cram their minds. They can easily make connections and look at usual things with a fresh eye.

We hope this may help to advance further conversations and research, not only about entrepreneurship training, but about The knowledge that emerges from art of teaching with art based learning and the effectiveness of entrepreneur skill that aim to help “not just to survive, but to be successful. Because learning is a process of confusion to conclusion.

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