

# Co-Creation Strategy, New Challenges in Entrepreneurship Education

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[https://doi.org/10.35609/gcbssproceeding.2021.1 \(1\)](https://doi.org/10.35609/gcbssproceeding.2021.1 (1))

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## ABSTRACT

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Co-creation in entrepreneurship education is related to the teacher's ability to innovate and develop new practice among the student-teacher relationship; it is also a new way to enhance creativity and student value creation. In this approach, the teacher is considered the first actor of co-creation; he creates value among co-teaching, he is a facilitator for the launch of a start-up, and he is at the core of the entrepreneurial ecosystem. Thus, teaching with value co-creation, as we define, is a learning process that combines co-creation as a venture creation tool and provides personalised support for business plan competition (Dif et al., 2019). In the higher education system, innovation is an indicator of quality in teaching in all discipline. For entrepreneurship education, innovation with co-creation is a pedagogical practice based on project learning experimentation. This practice is efficient when it creates value for the learner in a co-creation process that combines knowledge sharing between the stakeholders. However, selecting the appropriate pedagogical practice is a curial element in the skills development in entrepreneurship education. Indeed, using co-creation as co-teaching implicates a pre-selection of the participant.

**Keywords:** Co-Creation- Entrepreneurship Education- Co-Teaching.