

Abstract

This research deals with the study of learning methods that can best be used to deliver a course on entrepreneurship to students of the Antwerp Maritime Academy.

The first step is to clearly define two learning methods that are currently the most discussed nowadays, i.e. the lecture and the coaching approach. The possibilities of hybridization of these two methods in order to obtain the best learning results are also addressed.

Next, a course has been designed to serve as an experiment with the students, confronting traditional teaching with coaching approach. This comparative approach will allow us to determine which method delivers the best results in the study of such a complex topic as entrepreneurship.

The course on entrepreneurship that will be used in the experiment, familiarizes the student with every step in the creation of a company in the clearest and best illustrated way possible. This course will serve as a common learning base for each of the methods that will be tested during the experiment, in order to draw concrete conclusions and propose recommendations on the possible teaching of this subject at the Antwerp Maritime Academy.