

Developing entrepreneurship in primary schools. The Mexican experience of “My first enterprise: Entrepreneurship by playing”

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“My first enterprise: Entrepreneurship by playing” is a Mexican educational sub-programme designed to promote entrepreneurship at the elementary level. The sub-programme led to the creation of 1327 minicompanies from 2009 to 2014, but a critical research question complementing these results is: how effective is the entrepreneur training sub-programme? A qualitative and quantitative assessment of the sub-programme demonstrated the critical role of tutors (teachers) and advisors, and revealed a significant improvement in the administrative knowledge and entrepreneurial skills of participants, along with a reinforcement of business values. © 2017 The Authors

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