

# AN ANALYSIS OF THE EFFECTIVENESS OF CHATGPT AND ITS IMPACT ON ENTREPRENEURSHIP EDUCATION

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## ABSTRACT

*In the rapidly evolving landscape of entrepreneurship education, the advent of Artificial Intelligence (AI) technologies, particularly ChatGPT, presents both opportunities and challenges. This paper critically examines the impact of ChatGPT on entrepreneurship education by analyzing its potential to foster entrepreneurial skills and its effectiveness compared to traditional educational methodologies. The study employs a detailed analysis of ChatGPT-generated content on topics pertinent to entrepreneurship, such as creating business plans and identifying business opportunities. The paper identifies ChatGPT's strengths and weaknesses on entrepreneurship education and calls for ongoing research to explore the evolving capabilities of AI in education and to develop pedagogical strategies that leverage these technologies to prepare future entrepreneurs for the complexities of the digital business environment.*

*Key terms: ChatGPT, Artificial Intelligence, Entrepreneurship Education.*

## INTRODUCTION

The field of higher education is often characterized by its slow adaptation to changing environments. Consequently, when new technologies emerge with the potential to significantly impact this domain, they frequently provoke strong reactions. The first introduction of a different teaching model can be traced to the early 1800s when the University of Chicago started to offer distance education for teachers and learners, who were at different locations (McIsaac & Gunawardena, 1996). With the development of technology, the first fully online course was offered in 1981, and the first online program was established by the Western Behavior Sciences Institute in the following year (Harasim, 2000). The advent of the World-Wide-Web (WWW) in 1991 was a powerful catalyst for moving distance education forward and resulted in the rapid expansion and growth of online teaching and learning (Sun & Chen, 2016). Since then, colleges and universities both in the United States and around the world have offered not only just online courses, but entire degree programs online as well (Wallace, 2003). As a result, there have been many vigorous debates and thorough studies on the differences between online and face-to-face classroom teaching (Sun & Chen, 2016).

The latest development attracting attention in the educational landscape is the advent of Artificial Intelligence (AI). This technology enables learners to delegate their tasks to AI systems, which can generate work on their behalf, thus effectively allowing AI to complete homework assignments for students. AI is a machine's ability to perform the cognitive functions

we associate with human minds, such as perceiving, reasoning, learning, interacting with an environment, problem-solving, and even exercising creativity. AI has been around for a while now, underpinning technologies such as voice assistants such as Siri and Alexa. Similarly, AI drives the functionality of customer service chatbots, which appear to assist users in navigating websites. (McKinsey, 2024). However, these were limited in what they could offer. Lately, the new AI machines like ChatGPT or Bard, take things even further and have become an issue in higher education. As a result, a flurry of reactions was seen from all over the higher education field. For example, the University of Alberta, Statements of Expectations (Syllabus), gives an overview of writing a syllabus, statement, and examples of four different approaches: “AI Use Integrated into Course”; “Community of Learners Agreement AI Use”; “Instructor-Specified AI-Use”; and “No AI Use Allowed.” Many other universities have created their own input about how AI should or should not be used in their campuses. Among these are:

Colorado State University, [What should a syllabus statement on AI look like?](#)  
University of Minnesota, [ChatGPT Syllabus Statements](#)  
Oregon State University, [AI Sample Syllabus Statements and Assignment Language](#)  
Pennsylvania State University, [Syllabus Statements](#)  
Texas A & M University, [Generative AI Syllabus Statement Considerations](#)  
University of Vermont, [Examples of AI & ChatGPT Syllabi Statements](#)  
Utah State University, [Teaching and AI Tools](#)

As we navigate through these reactions and the implementation of AI in educational settings, it becomes pertinent to examine its influence on specific areas of study, such as entrepreneurship education, which itself has seen remarkable growth and transformation over the decades. Entrepreneurship education is offered in many universities, with the number of colleges and universities that offer courses related to entrepreneurship having grown exponentially. This trend began in the 1970s with just a few classes available, expanding to over 1,600 by 2005 (Katz, 2003), and then further increasing to more than 5,000 by 2008 (Kaufman Foundation, 2019). Some of the most comprehensive empirical analyses on entrepreneurship education was conducted by Solomon, Duffy, & Tarabishy (2002), and Kuratko (2005). In their reviews of entrepreneurship pedagogy, they noted several specific elements of entrepreneurship pedagogy such as the difference between business entry and managing a business, the need to include skill-building courses in negotiation, leadership, new product development, creative thinking, exposure to technological innovation, sources of venture capital, idea protection, ambiguity tolerance, and the challenges associated with each stage of venture development.

Entrepreneurial Education holds significant importance, being recognized as a key factor that assists university graduates in comprehending and fostering entrepreneurship (Gorman et al., 1997; Kourilsky & Walstad, 1998). Also, entrepreneurial education strengthens the ability to perform as an entrepreneur, especially by enhancing entrepreneurial abilities through learning by doing (Rasmussen & Sørheim, 2006). Entrepreneurial education is effective because it influences the perception and mindset of individuals toward entrepreneurship, thus shaping their attitudes and aspirations in this field (Hasan, Khan, & Nabi, 2017).

Entrepreneurial education equips individuals with the skills and knowledge necessary to identify and capitalize on business opportunities. It encompasses teaching on how to recognize opportunities, transform an idea into a commercial venture, gather resources amidst risks, and

launch a business. Moreover, it covers foundational business disciplines such as management, marketing, information systems, and finance (Jones & English, 2004).

With the advent of AI, the landscape of entrepreneurial learning is undergoing a significant transformation. AI applications can potentially enhance the learning process by providing personalized education experiences, simulating real-world business challenges, and offering insights into complex data analysis. This evolution prompts an important academic inquiry into how AI impacts entrepreneurial education, necessitating studies to understand its effects fully. Investigating this impact is crucial for adapting educational frameworks to better prepare future entrepreneurs in an increasingly digital and AI-integrated business environment.

## METHODOLOGY

The aim of this paper is to analyze the impact of AI on entrepreneurial education, specifically examining the implications of student interactions with ChatGPT, i.e., what would the use of ChatGPT by students look like and would it be possible for students to pass AI work as their own? In this study, we will be using the free version of ChatGPT (ChatGPT 3.5) to assess the Entrepreneurship Education content that ChatGPT builds and to evaluate its capability in creating a business plan for a straightforward business model, such as a food truck. Through this investigation, we aim to shed light on the potentialities and limitations of AI in supporting and enhancing the educational process within the context of entrepreneurship.

AI such as ChatGPT works by asking a question in textbox in plain English, a very simple interface that any student can use. To the question: What is Entrepreneurial Education? ChatGPT retrieved the following result:

*Entrepreneurship education refers to the process of teaching individuals the skills, knowledge, and mindset necessary to become successful entrepreneurs or to effectively navigate the world of startups and business ventures. This form of education aims to inspire creativity, innovation, problem-solving, and critical thinking in individuals, enabling them to identify opportunities, create and develop business ideas, and effectively manage and grow their ventures.*

*Entrepreneurship education typically covers a wide range of topics, including:*

*Idea Generation and Validation: Teaching students how to identify potential business ideas, assess their feasibility, and validate their market demand.*

*Business Planning: Helping students develop comprehensive business plans that outline their goals, target audience, value proposition, marketing strategies, financial projections, and operational details.*

*Market Research: Teaching students how to conduct thorough market research to understand customer needs, preferences, and behaviors, as well as to identify potential competitors and market trends.*

*Innovation and Creativity: Fostering a culture of innovation and encouraging creative thinking to come up with novel solutions to problems.*

*Financial Literacy: Providing a basic understanding of financial concepts, such as budgeting, accounting, funding options, and revenue models.*

*Risk Management: Teaching students how to identify and mitigate potential risks associated with their business ventures.*

*Networking and Relationship Building: Highlighting the importance of networking and building strong relationships within the entrepreneurial ecosystem, including with mentors, investors, and potential partners.*

*Pitching and Presentation Skills: Training students to effectively communicate their ideas and business plans to potential investors, partners, and customers.*

*Legal and Ethical Considerations: Educating students about legal aspects of entrepreneurship, including business registration, intellectual property, contracts, and ethical decision-making.*

*Scaling and Growth Strategies: Discussing various strategies for scaling a business, managing growth, and adapting to changing market conditions.*

*Entrepreneurship education can take various forms, including traditional classroom settings, workshops, online courses, incubators, accelerators, and even practical hands-on experiences through internships or real-world projects.*

*The goal of entrepreneurship education is not only to encourage individuals to start their own businesses but also to foster an entrepreneurial mindset that can be applied in various contexts, such as within established companies or non-profit organizations. It aims to equip individuals with the skills to identify opportunities, think critically, adapt to change, and creatively solve problems, all of which are valuable traits in today's rapidly evolving world. (ChatGPT, retrieved Aug 2023)*

Overall, when the response obtained from the AI is compared to the academic research mentioned earlier, we can see that the AI response is accurate and reflects the elements developed by the researchers. If a student was to use ChatGPT to gain information on entrepreneurial education, he or she would get about the same knowledge compared to reading about entrepreneurial education from a book. This further strengthens the support for the ChatGPT's ability to generate plausible answers and increase access to the information (Farrokhnia, Banihashem, Noroozi, & Wals, 2023). Therefore, we would state that using ChatGPT can be a helpful tool for students to gain knowledge as the information received seems to be accurate. However, this approach has its limitations. For instance, ChatGPT retrieves and collates information in a text format, without providing any reference or credit for the retrieved information. Also, ChatGPT does not supply a bibliography to substantiate its findings or offer an opportunity for further exploration of the research topic, which could restrict its utility as a research tool. As a result, someone using ChatGPT may be plagiarizing without knowing they are doing so. This limitation is also linked to the challenge of assessing the quality of responses generated by the tool (Farrokhnia et al., 2023).

The next question for ChatGPT was: Write a business plan for a food truck in New York City. This is the response obtained:

### ***EXECUTIVE SUMMARY***

*The Food Truck is a new mobile food business that will be serving the streets of New York City. Our goal is to offer a wide range of delicious, healthy, and affordable food options to the busy and diverse population of the city. The Food Truck will feature an innovative menu that combines traditional street food*

*with a modern twist, appealing to both local residents and tourists alike. Our unique selling proposition is the combination of high-quality food, quick and convenient service, and affordable prices.*

### **Market Analysis:**

*New York City is one of the largest and most diverse food markets in the world, with a population of over 8 million people and millions of visitors every year. The city is known for its street food culture, with a wide range of food trucks, carts, and street vendors serving everything from hot dogs and pretzels to tacos and kebabs. The market is highly competitive, but there is still room for new businesses that offer innovative and high-quality products.*

### **Products and Services:**

*The Food Truck will offer a menu that features traditional street food items with a modern twist. The menu will include items such as gourmet burgers, loaded fries, tacos, sandwiches, and salads. All of our ingredients will be sourced from local suppliers and will be of the highest quality. We will also offer a variety of drinks, including soda, juice, and bottled water.*

### **Marketing and Sales:**

*Our marketing strategy will focus on creating awareness of our brand and our menu through social media, flyers, and word-of-mouth. We will also participate in local food festivals and events to promote our business and increase our exposure. In addition, we will offer discounts and promotions to attract new customers and build loyalty among existing customers.*

### **Operations:**

*The Food Truck will operate seven days a week, from 11:00 am to 8:00 pm. Our truck will be equipped with a commercial kitchen, including a grill, oven, refrigerator, and freezer. We will have a team of trained and experienced employees to handle the preparation and service of food and drinks. Our goal is to provide fast and efficient service to our customers, ensuring that they receive their food within a few minutes of placing their order.*

### **Financial Projections:**

*Our startup costs are estimated at \$100,000, which will be used to purchase the food truck, kitchen equipment, and supplies. We expect to generate revenue of \$250,000 in the first year, with a net profit of \$50,000. Our goal is to reach profitability within the first six months of operation and to increase our revenue and profit in subsequent years.*

**Conclusion:**

*The Food Truck is a unique and innovative business that is well-positioned to succeed in the highly competitive market of New York City. With our innovative menu, quick and convenient service, and affordable prices, we are confident that we will be able to attract a large and loyal customer base and become a leading player in the street food industry. (ChatGPT, retrieved Aug 2023)*

In this case, the response generated by ChatGPT can be described as modest at best. On a positive note, it managed to outline all the components typically associated with a business plan, including an executive summary. However, each segment of the business plan can only be qualified as weak with very few details about the proposed venture. As with the previous example, the “definition” or framework is accurate, but the creative part and the details are not adequate. If a student was to try to use ChatGPT to develop their business plan assignment, they would not receive a high grade. They would get a good framework to work on but not a turn-in project. This aligns with similar findings in other disciplines such as Finance, where ChatGPT outperforms other platforms in easy problems but struggles with complex ones (Yang and Stivers, 2023).

We then run another query to analyze if the result would be like the first one. The question asked was: What do I need to do to open a bakery?

*Starting a bakery requires careful planning, research, and execution. Here are the key steps you need to take to open a bakery:*

*Conduct market research: Research the bakery market in your area, including competition, target customer demographics, and local regulations. This will help you determine the viability of your business and inform your business plan.*

*Develop a business plan: A business plan is a roadmap for your bakery. It should outline your vision, mission, business model, financial projections, and marketing strategy.*

*Obtain financing: Depending on the size and scope of your bakery, you may need to secure funding from investors, a bank loan, or a combination of both.*

*Choose a location: Select a location for your bakery that is easily accessible and visible to your target customers. Consider factors such as foot traffic, parking, and competition when choosing your location.*

*Apply for licenses and permits: Depending on the location, you may need to obtain various licenses and permits, such as a food establishment permit, a business license, and a sales tax permit.*

*Create a menu: Determine what types of baked goods you will offer and how you will price them. Research food suppliers and ingredients to ensure you have the necessary ingredients for your menu.*

*Hire and train employees: You will need to hire and train employees to help you run your bakery. Consider hiring a mix of experienced bakers, kitchen staff, and front-of-house staff.*

*Purchase equipment and supplies: You will need to purchase equipment and supplies, such as ovens, mixers, and ingredients, to start your bakery.*

*Open and promote your bakery: Once you have completed the above steps, you can open your bakery and start promoting it to your target customers. Use social media, flyers, and other marketing strategies to generate buzz and attract customers.*

*Starting a bakery can be a challenging but rewarding experience. By following these steps, you can set yourself up for success and start enjoying the benefits of running your own business. (ChatGPT, retrieved Aug 2023)*

The result of the second query is very similar to the first one. Once again, the work is quite general in nature and does not provide specific details for the task at hand. For instance, the financial section is devoid of any number but notes that depending on the size you may need to obtain financing. However, while the information provided is quite basic, it is worth noting that it is still quite accurate in providing directions or an anchor to work on and develop a project. Furthermore, it took ChatGPT a few seconds to come up with the answers asked, which in itself is a remarkable achievement. However, similar to the first answer, if a student was to turn in that kind of work for an entrepreneurship class, the grade received would not be very high.

Finally, after seeing the kind of answers that ChatGPT was providing, we wondered what would happen if we would ask a more precise question. Hence, we asked Chat GPT this last question: What would be the cost of starting a food truck business in New York City? Trying to force it to give us a number-based answer. The response obtained is as follows:

*The cost of starting a food truck business in New York City can vary greatly depending on a number of factors, including the size and type of truck, the equipment and supplies needed, and the marketing and operating costs involved. On average, the cost of starting a food truck business in New York City can range from \$50,000 to \$200,000. \**

*Some of the main expenses to consider when starting a food truck business in New York City include:*

1. *Food truck: This is likely the largest upfront cost you will incur when starting a food truck business. The cost of a food truck can range from \$30,000 to \$150,000, depending on its size, features, and condition.*

2. *Equipment and supplies: You will need to purchase a range of equipment and supplies, including an oven, grill, refrigerator, and utensils, which can cost anywhere from \$5,000 to \$30,000.*

3. *Licenses and permits: In New York City, you will need to obtain a variety of licenses and permits, such as a food service establishment permit, a mobile food vending permit, and a health department permit, which can cost several hundred dollars.*

4. *Marketing and advertising: You will need to market and advertise your food truck to attract customers and build your brand. This can include costs for flyers, social media advertising, and other marketing materials.*

5. *Operating costs: You will also need to factor in ongoing operating costs, such as food, supplies, and fuel.*

*It is important to note that these are rough estimates and the actual cost of starting a food truck business in New York City can vary greatly depending on your specific circumstances. It is a good idea to conduct thorough research and to speak with experienced food truck owners and business advisors to get a more accurate estimate of the costs involved. (ChatGPT, retrieved Aug 2023)*

*\* This is one of the instances where ChatGPT plagiarized or retrieved without citing as this quote can be found in the upmenu blog of Kubiak-Padowska (2024).*

This response marks an improvement over the previous ones, as it includes some numerical data relevant to a food truck business, which is reasonably accurate. Nonetheless, the provided range is notably broad, and the analysis remains fairly basic. For example, it fails to consider the option of acquiring a used food truck as a strategy to reduce initial startup costs.

Based on the answers retrieved through ChatGPT, we would argue that for entrepreneurship education, the use of AI is not a negative development. The answers provided are quite accurate but not overwhelmingly good enough to pass for work done by learners in an entrepreneurship class. It can point out some topics to expand on and/or provide definitions and therefore can serve as another tool for the learner to develop a better grasp of the entrepreneurial concepts at hand. However, in terms of Entrepreneurship Education focusing on broad and complicated assignments such as writing business plans or determining the cost of starting a food truck, ChatGPT is currently unable to replicate the creative and strategic thinking necessary for these types of assignments. As the technology will certainly get better over time, that issue may need to be revisited in a few years, but for the moment the work provided by AI is easily recognizable as such, but not good enough to earn a good grade for the students.

It is worth noting that this stand is valid for an entrepreneurship class but may not be as accurate for another education field. For the sake of curiosity, we asked ChatGPT: Write a 500-word essay on Shakespear (spelling error done on purpose). The result obtained is much different in quality than the work obtained for trying to create a business:

### *The Timeless Genius of William Shakespeare*

#### *Introduction:*

*William Shakespeare, often referred to as the "Bard of Avon," stands as one of the greatest playwrights and poets in the history of literature. His impact on the world of drama and poetry is immeasurable, and his works continue to captivate audiences worldwide. Born in 1564 in Stratford-upon-Avon, England, Shakespeare's literary legacy has endured for over four centuries, transcending time and cultural boundaries.*

**Body:*****Shakespeare's Contribution to Literature:***

*Shakespeare's contribution to literature is immense and multifaceted. His plays, consisting of tragedies, comedies, and histories, showcase a profound understanding of human nature and a mastery of language. The sheer diversity of his works, from the tragic intensity of "Hamlet" to the comedic brilliance of "A Midsummer Night's Dream," reflects the breadth of his creative genius.*

*One of Shakespeare's defining features is his ability to explore the complexities of the human psyche. Characters like Macbeth, Othello, and King Lear grapple with themes of ambition, jealousy, and power, providing timeless insights into the darker facets of human nature. On the other hand, characters like Beatrice and Benedick in "Much Ado About Nothing" or Rosalind in "As You Like It" showcase his comedic prowess, highlighting the wit and humor that are equally integral to the human experience.*

***Language and Innovation:***

*Shakespeare's influence extends beyond the thematic depth of his works to the very fabric of his language. He not only expanded the English vocabulary but also demonstrated an unparalleled mastery of rhetoric, employing a rich and nuanced prose that has left an indelible mark on literature. Phrases like "to be or not to be" from "Hamlet" and "all the world's a stage" from "As You Like It" have become ingrained in the collective consciousness, transcending their original contexts.*

*Furthermore, Shakespeare's innovative use of iambic pentameter and blank verse revolutionized the way playwrights approached dramatic poetry. His poetic language, characterized by its lyrical beauty and rhythmic cadence, elevated the dramatic experience, creating a lasting impact on the evolution of English literature.*

***Universal Themes:***

*What makes Shakespeare truly timeless is his ability to address universal themes that resonate across cultures and eras. Love, jealousy, power, betrayal, and the human condition are explored with such depth and insight that they remain relevant to audiences of all backgrounds. Whether in the bustling streets of Elizabethan London or the modern theaters of today, Shakespeare's plays continue to connect with people on a fundamental level.*

***Legacy and Adaptations:***

*Shakespeare's influence extends beyond literature into various art forms, including film, theater, and even music. Countless adaptations of his plays have*

*been produced, reimagining his timeless stories in different settings and contexts. From the iconic film adaptations of "Romeo and Juliet" to the contemporary retelling of "The Taming of the Shrew" in the form of "10 Things I Hate About You," Shakespeare's works continue to inspire and captivate new generations.*

**Conclusion:**

*In conclusion, William Shakespeare's enduring legacy lies in his unparalleled contribution to literature, language, and the exploration of the human experience. His plays and poetry have stood the test of time, remaining as relevant and impactful today as they were in the Elizabethan era. As we continue to delve into the complexities of the human condition, Shakespeare's works serve as a timeless beacon, inviting us to explore the depths of our emotions and the intricacies of the world around us. (ChatGPT, retrieved Aug 2023)*

That kind of work can easily be turned in with very few modifications, i.e., removing the “introduction”, “body”, and other headers, but overall, that work is quite well done, written in proper English, and even when the prompt has a typo, it is smart enough to correct it. If the question was, can AI have an impact on English education classes, the answer is likely yes.

## DISCUSSION

The discussion around the integration of Artificial Intelligence (AI) into entrepreneurial education is multifaceted and complex. This paper has embarked on a critical examination of AI's role, specifically through the lens of ChatGPT's interaction with students, in fostering or inhibiting the learning process in entrepreneurship. The findings suggest that while AI, in its current state, offers accurate and coherent responses, it falls short of replicating the nuanced and creative thinking required to excel in entrepreneurial tasks, such as developing a comprehensive business plan.

Entrepreneurial education is inherently designed to instill a multifaceted skill set, enabling individuals to navigate the complexities of initiating and managing new ventures. This includes not only the acquisition of knowledge in business disciplines but also the development of critical thinking, problem-solving, and creative ideation skills. The advent of AI technologies like ChatGPT presents an intriguing opportunity to augment this educational process by providing instantaneous access to information, fostering a more personalized learning experience, and simulating real-world business scenarios.

However, the utility of AI as an educational tool in entrepreneurship is not unequivocally positive. The investigation revealed that while ChatGPT can produce work that covers the basics of a business plan, including some financial estimates for a food truck business, its output lacks the depth, specificity, and creativity that are crucial for a successful entrepreneurial endeavor. This underscores a critical limitation: AI's current inability to replicate the creative and strategic thinking necessary for effective entrepreneurship.

Moreover, the potential for students to submit AI-generated work as their own raises ethical and practical concerns. While the responses from ChatGPT were of reasonable quality, they did not reach the level of sophistication or originality that would be expected from students

in an entrepreneurship class. This suggests that, at present, AI-generated work is distinguishable from student-generated work and unlikely to achieve high academic standards.

However, the findings also highlight AI's potential as a supplementary educational tool. AI can serve as a starting point for research, offering definitions, outlining basic concepts, and suggesting areas for further exploration. This can be particularly beneficial in the initial stages of learning, where students are building their foundational knowledge.

The distinction between AI's role in entrepreneurship education and its applicability in other fields, such as English education, is noteworthy. AI's ability to generate well-structured, grammatically correct text suggests it could have a more immediate and positive impact on fields that focus on language proficiency.

### **LIMITATIONS OF THE STUDY**

Utilizing ChatGPT 3.5 as a primary tool in the study of the impact of AI on entrepreneurial education introduces several limitations that are important to consider when interpreting the findings. Firstly, the capabilities of ChatGPT are rapidly evolving with each new version. By focusing on ChatGPT 3.5, the study is limited to the technology's capabilities at a specific point in time. Future advancements in AI models could address some of the identified limitations, making the findings specific to this version to be potentially less relevant over time. Secondly, while ChatGPT 3.5 can generate content that is coherent and covers a broad range of topics, its ability to produce deep, nuanced, and highly creative content is limited. This impacts its effectiveness in tasks requiring innovative thinking and complex problem-solving, which are critical in entrepreneurship. Thirdly, the study focuses on the output quality of ChatGPT in generating a business plan but does not extensively measure the impact of using AI on actual learning outcomes, including knowledge retention, skill development, and the ability to apply learning in real-world scenarios. Finally, AI systems like ChatGPT 3.5 lack emotional intelligence and the ability to understand complex human contexts fully. This limitation is significant in entrepreneurial education, where understanding market needs, consumer behavior, and emotional intelligence plays a crucial role. In light of these limitations, the study provides valuable insights but also highlights the need for ongoing research to fully understand the implications of AI in entrepreneurial education and beyond. Another limitation is that for the sake of simplicity, we reduced the field of entrepreneurship education to a few concepts such as the creation of a business plan. The field of Entrepreneurship Education is composed of many other skills and activities that we did not test such as customer interviews, market data, marketing tactics, response/change to market conditions, and prototyping. Each of these concepts could have its own analysis developed in further research.

### **CONCLUSION**

In conclusion, the impact of AI on entrepreneurial education is nuanced. While AI, in its current iteration, cannot replace the creative and critical thinking required for entrepreneurship, it holds promise as a supplementary tool that can enhance the learning experience. As AI technology continues to evolve, its potential role in education warrants ongoing exploration and reevaluation. This study underscores the importance of adapting educational frameworks to leverage AI's strengths while mitigating its limitations, ensuring that future entrepreneurs are well-prepared for the challenges of an increasingly digital business landscape.

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