

Abstract

Sustainable entrepreneurship education holds great potential to drive sustainable development in Africa through imparting entrepreneurial knowledge and skills, nurturing social innovations that tackle community challenges and create employment, and promoting ethical and sustainable business practices. Unfortunately, this value is not realised because many business schools in Africa that offer entrepreneurship education at most have prioritised the use of traditional teaching models and curriculum content largely disconnected from the reality of entrepreneurship and sustainability. This chapter focuses on a comprehensive framework for developing an entrepreneurship education curriculum using a case study of KCA University in Kenya and leveraging the power of North–South cooperation and collaboration between academia and industry in an entrepreneurship ecosystem in Kenya. The case study used collaborative curriculum design methodology, using appreciative inquiry as a mediating tool for collaboration, to revamp the entrepreneurship curriculum by integrating sustainability and ethical business practices, embracing experiential learning, and fusing case study methodology.