

## USASBE 2026 Teaching Track Submission NEW CRITERIA

**Teaching Tracks** allow educators from academic institutions or industry to share cases or experiential exercises that have been designed for use in educational institutions or entrepreneurship support organizations. All cases and exercises should demonstrate the ability to help students grow in some area of entrepreneurship.

**Competitive tracks** are for cases and exercises that have been thoroughly developed, have been used in educational settings, and have demonstrated success in meeting educational objectives.

**Emerging tracks** are for cases and exercises that are being developed and may still be in the early stages of development.

**Teaching tracks for Educators** are dedicated to individuals who are full-time or part-time faculty members, instructors, or staff working directly within educational institutions (e.g., universities, colleges, secondary schools). Exercises and activities that are provided free of charge to educators by educators are appropriate for this track.

**Teaching tracks for Industry** are dedicated to individuals developing educational activities primarily for the purpose of commercialization. **If the exercise or activity is part of a program that requires payment from the student or the school (including freemium offerings), then it should be presented as part of the Industry tracks.** Teaching tracks for Industry provide organizations and companies with a prestigious platform to showcase their offerings. Individuals or teams employed by or sponsored by educational or ed tech companies, including consultancies and service providers focused on curriculum design, content development, or instructional tools, are eligible for the Teaching Tracks for Industry. Further, because partnerships between educators and companies often yield exciting innovations, we hope this new track provides the opportunity for new collaborations. As such, submissions that are co-branded, co-developed, or submitted between individuals at educational institutions and sponsors, partners, funders, or co-authors affiliated with educational or ed tech companies should plan to participate in the Teaching Tracks for Industry.

### TLDR Version:

- **Teaching Tracks** are for educational content that can be applied directly to a classroom environment
- **Competitive tracks** are for educational artifacts that have been developed, tested and have shown positive results
- **Emerging tracks** are for educational artifacts that are early in the developmental process
- **Teaching tracks for Educators** are for those who are not seeking to commercialize their work through any type of industry engagement
- **Teaching tracks for Industry** are for those who seek to commercialize their work or act as a partner to those seeking to commercialize educational artifacts, including freemium offerings.



**Deadline: September 21, 2025 at 11:59PM Pacific Time**  
**\*\*There will be NO EXTENSIONS to submission deadlines this year**

**This is a template for preparation purposes only.** You will need to visit the [submission portal](#) and paste content into the corresponding fields and/or upload files as appropriate.

**USASBE 2026**  
**Teaching Track Submission**  
**Competitive Teaching Cases - for Educators and Industry**

The [Competitive Teaching Cases Track](#) is designed for educators and industry professionals who have developed a teaching case or caselet that can be used within an entrepreneurship classroom. Teaching cases or caselets may include written and/or video content. Submissions to this category will be reviewed based on the following criteria:

- Relevance of the learning objectives to an entrepreneurship classroom
- Ease of use in or adaptability to a variety of entrepreneurship classroom settings
- Quality and completeness of the submission - would most entrepreneurship educators be able to easily integrate this case into their classroom, lead a discussion of intended learning outcomes and successfully debrief at the conclusion using the materials provided in this submission?
- Uniqueness/creativity of the case submission
- Potential appeal to USASBE members

**Presentations**

- 25 minutes total
- We recommend no more than 15 minutes to describe the teaching case followed by at least 10 minutes of Q&A.

**\*Eligible for the 3E Competition**

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The submission form on the website will dynamically build your conference submission based on your selections. Please note that there is no save feature, so you will need to complete the form on the website in one sitting. It is highly recommended that you prepare your submission details in advance using a template or word processor, and then copy/paste the information into the respective fields on the form. After submitting your form, you will be able to edit your submission at any time until the deadline.

To submit a paper for the [Competitive Teaching Cases Track](#):

1. Select Submission Type & Category
2. Select Conference Submission Tracks
3. Select Teaching/Pedagogy
4. Select whether you qualify for Educator or the Industry track



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5. Select Competitive Teaching Cases
  6. Enter all information as outlined below
  7. Click Submit
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Before you begin the submission process, you should be prepared to provide the following responses/uploads:

**1. The main focus area(s) represented in this work include:**

Select up to two

- Agriculture Entrepreneurship (SIG)
- Family Business (SIG)
- SMMEs/Small Business (SIG)
- Creative and Arts Entrepreneurship (SIG)
- Crypto, Blockchain, Web 3.0
- Economic Development
- Cross Campus Engagement/Interdisciplinary Connections
- Life Science Entrepreneurship
- Sports and/or Name, Image, Likeness
- Minority and Gender in Entrepreneurship (SIG)
- Online Entrepreneurship Education (SIG)
- Rural Entrepreneurship (SIG)
- Social Entrepreneurship (SIG)
- Tech Entrepreneurship (SIG)
- K-12 Connection (SIG)
- Corporate Entrepreneurship and Innovation (SIG)
- Community College Connections (SIG)
- Entrepreneurial Ecosystems
- International Entrepreneurship (SIG)
- Public Policy (SIG)
- Entrepreneurship Centres and Institutes (SIG)
- Venture Financing (SIG)
- Other

**2. The primary topic represented in this submission is:**

Select up to two

- Law & Entrepreneurship
- Financing and capital resources
- Sustainability
- International Experiences in Entrepreneurship Education
- Accelerators and Incubators
- Business Models, Frameworks, and Preparation
- Cognitive and Emotional Processes in Entrepreneurship Education



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- Entrepreneurial Consulting
  - Entrepreneurial Mindset, Competencies, and Intentions
  - Starting and Growing Entrepreneurship Programs and Centers
  - Funding Entrepreneurship Programs and Centers
  - Engaging Entrepreneurial Alumni
  - Mentorship
  - Ethics
  - Opportunity Identification and Evaluation
  - Pitching to Investors
  - Entrepreneurship Competitions
  - Higher Education Accreditation
  - Entrepreneurship Strategy and Processes
  - Growth Ventures
  - Entrepreneurial Leadership
  - The Entrepreneurial Team
  - Other
3. Submission Title: [Your Paper Title]
  4. Abstract: [200 Words]
  5. Digital Program Description: [This will be shown in the digital program for the conference. 50 Words]
  6. Authors
    - <<click on “add” as many times as needed to include all authors>>
    - Author Name: [Your Name]
    - Email: [Your Email Address]
    - Affiliation: [Your Institution]
    - Presenter Check Box:[Click if author plans to present at conference]
    - *\*Please have the above information ready for all contributors, and click on “add” to add authors.\* All authors will receive a notification regarding the submission.*
  7. Teaching Case Upload: [Upload your document here]
    - The submission should not exceed 30 pages.
    - Mini-cases are acceptable; i.e. 5-page case
    - Submission should include the following sections:
      - i. Case Background
      - ii. Major Issues, Concepts, and Assumptions
      - iii. Decision Criteria
      - iv. Case Questions
  8. Teaching Notes: [Up to 600 words]
    - Specify how this case adds to student learning
      - i. Any relevant case theory/Literature review
      - ii. Teaching tips
      - iii. Lessons Learned
      - iv. Key Discussion Questions
      - v. Expected Learning Outcomes



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- vi. Types of courses ideal for the case to be taught in (e.g. undergraduate, new venture creation, MBA, etc.)
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### **Disclaimers**

☐ I understand that USASBE 2026 will be held exclusively as an in-person event and that I will need to purchase a registration, cover my own travel expenses and attend the conference in person in order to present any work that may be accepted to the conference agenda.

☐ I confirm I am submitting no more than three conference submissions.

☐ I understand in order to present an accepted paper or submission I will need to register for USASBE 2026

☐ I confirm this is original work and I am authorized to submit it to USASBE 2026

☐ I confirm that the manuscript has been created by the author(s) and not an AI tool/Large Language Model (LLM). If an AI tool/LLM has been used to develop any portion of the manuscript, then this must be clearly flagged in the acknowledgments or included as a clarifying attachment in the submission.

☐ I agree that should my proposal be accepted for presentation at the USASBE conference, USASBE has the right to publish the materials to a USASBE resource hub for use as a resource by USASBE members. The author(s) will remain the holder of the intellectual property of the material.

☐ I understand if I am not registered for the conference by December 20, 2025, the submission may be removed from the program.

☐ I agree to be a reviewer for submissions to the USASBE 2026 conference for any category in which a conflict of interest would not be present. \*\*Please note that by answering yes to this question, you are simply agreeing to be in the reviewer pool. If we do not need additional reviewers, you may not be assigned any papers to review. We appreciate your consideration.