Enterprise Education

Developing Entrepreneurial Capability

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Something about my role

- I work across the university, helping students to develop their entrepreneurial capabilities. Much of this work is co-curricular – not accredited

- I work with colleagues across the university to encourage and help them to embed enterprise into curriculum

- I teach entrepreneurship on post-graduate and under-graduate programmes, and supervise research students

- I work with businesses (alumni and local businesses) to encourage business growth, and to bring them into the university to benefit student learning.

Supporting entrepreneurs

- UK is a country of small businesses
- Europe is a continent of small businesses
- The need for growth – millions of small firms need to grow to create jobs and wealth
- Entrepreneurs create jobs for themselves and others
- Increasingly popular cultural images of entrepreneurs – people like them now

Our students...

- Are very likely to work in a smaller enterprise
- May start their own enterprise at some point

- **Operational business capability** should be an essential outcome of their education
- Entrepreneurial **attitudes and skills** will be extremely useful to them *and* their employers
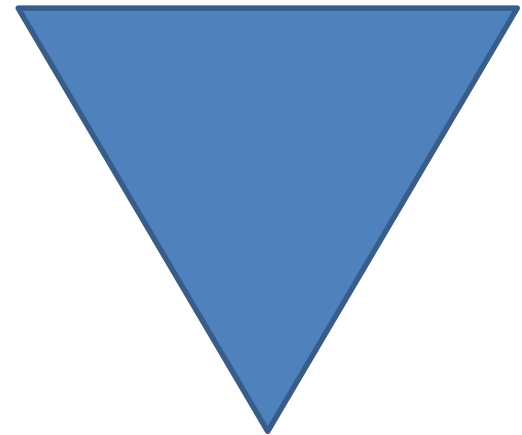- **Innovation** is essential in a modern economy

Problem formulation

- How can we help our students to develop for this world?

- How can we support growth in the economy

SOME THINGS ABOUT ENT ED

Entrepreneurship support aims to:

- Raise entrepreneurial awareness

- Encourage entrepreneurial capability

- Encourage graduate start ups

The funnel: many at the top, very few at the bottom

So a further key aim is to help colleagues with developing enterprising:

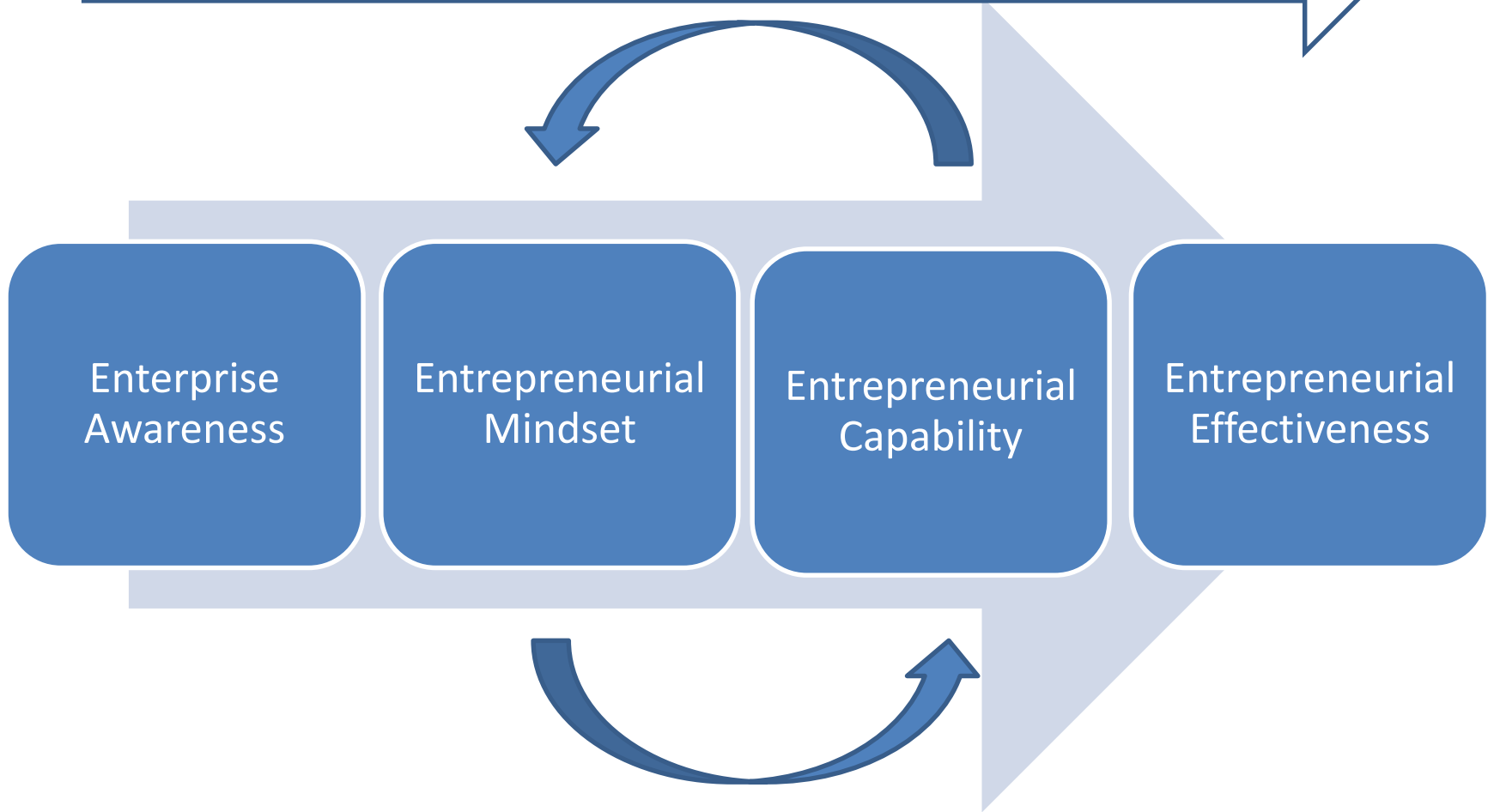**Learning outcomes**

Teaching / Learning approaches

Assessment

2 Key Documents

Enterprise & Entrepreneurship Education: Guidance for HE Providers (QAA 2012, revised 2017)

EntreComp: The Entrepreneurship Competence Framework (Bacigalupo, Kampylis, Punie, van den Brande 2016)

Increasing activity orientation; increasing independent learning

Enterprise Awareness

Entrepreneurial Mindset

Entrepreneurial Capability

Entrepreneurial Effectiveness

Source: QAA 2012 & 2017

Entrepreneurship Education at Kingston University London

What do we do?

Some characteristics of effective enterprise education:

- Real challenges undertaken by students
- Creation of real solutions to real-world problems
- Authentic experiences
- Engagement with partners in the community
- Learners taking responsibility for their learning

ENTERPRISE!

Our own eco-system

- Monthly catch-ups with colleagues and mentors
- Activity, input, opportunity to discuss, develop, and improve ideas and opportunities
- Inspirational speakers, entrepreneurs, potential partners
- Funding for ideas, proof of concept, market research, service development
- Co-Working space
- Introductions into networks and further funding
- Certificate of participation

Bright Futures

- Intensive workshops to build confidence, awareness, enterprise skills and attitudes:
  - Communicating / networking
  - Ideation
  - Negotiation / selling

- Based on games developed at Kingston

Bright Ideas

Our flagship competition

- Showcasing talent, ideas, problem-solving
- Introducing mentors and funders
- Supporting aspiration and achievement
- Grown to 600 entrants this year

Built into assessed curriculum in Engineering, Design, Business, Bio-Science

But how?

Some mechanisms

- Give a 5 mark bonus for entering the competition

- Use the entry form as an assessment template, and require students to enter the competition.

- Set a challenge linked to your subject for the class to address and require competition entry

Case study

- Nursing graduate
- Idea based in practice
- Won Bright Ideas

Won funding & mentoring from several other competitions

Neomi Bennett, BSc Nursing, inventor of multi-award winning Neo-Slip, with Guess Who?

Problem-Based Learning: HackCentre

Solving problems, encouraging innovation

- Bring in a business with a problem they need help with
- Run a workshop on creative problem solving focused on that particular firm and its needs
- Work across one or more sessions to develop possible solutions
- Present solutions

The Female Entrepreneur Hackathon
In-Class, In-Curriculum

- 12 Female entrepreneurs

- 12 round tables

- 2 x 75 students in groups of 6

- 90 minutes and repeat

Brief
- Entrepreneurs work with the teams

Teamwork
- Discuss and produce a problem statement
- Discuss and produce a solution

Pitch-back
- Team presents ideas
- Clarification & feedback from entrepreneur

The Carehome Hackathon
Co-Curricular

- Care home group – looking for some ways of improving care

- 36 students – graphic design; computer science; nursing

- 5 people from the carehome

- 1 day

- Problem setting

- Discussion and clarification

- Coming up with ideas

- Preparing to pitch

- Pitching and prizes

- Incubating some ideas forward in-curriculum

Kingston University London

Consultancy

In-module, in-course

- Find a business with a problem that needs more research
- Offer the class the opportunity to work with the 'client' over the term
- Present well-researched proposals at the end of term

Grand Challenges

- Organise your curriculum around Grand Challenges or UN Sustainable Dev't Goals:
  - Assessment can include research into aspects of the challenge
  - Apply learning to societal problems
  - Enter competitions and public events with ideas
    - Mayor's Low Carbon Prize
    - Bright Ideas
    - Shell Livewire

Start-a-Business Module

- Students start, run and close down a business.
- They find / design / brand a product, make or buy it, and sell it in market stalls and wherever else they can.
- They invest and try to find others to invest
- They are mentored by local business people
- Lots of presenting and getting feedback
- They close down the business and produce accounts.

Programmes, modules, pedagogies

About entrepreneurship

'Look! There's an entrepreneur!'

For entrepreneurship

'Developing ideas, skills, attitudes'

Through entrepreneurship

'Entrepreneurship as a problem-based pedagogy'

What do I need?

INSTITUTIONAL ISSUES

Developing Enterprise

Institutional
- Recognition & celebration
- Pedagogic support

Departmental
- Program innovation
- Engaged with employers

Individual
- Enterprise engaged
- Pedagogic innovation

Institutional

Competing priorities for attention & resources

- Tell the story – what are your students doing? How are you helping them? Testimonials
- Use as many media channels as you can
- Bring in external champions to influence the top brass
- Develop rewards programmes / systems for staff
- Find internal champions to help influence

Developing collegial aspiration

- Share the stories – case studies, examples
- Learn the regulations – use them
- CPD –
    - PBL
    - Hackathons
    - Competitions
- Knowledge-sharing networks

Thank you!

QUESTIONS?