

Proposed Enterprise Education Training Course

This is a customized course for a cohort of Stem Staff to develop their expertise as Enterprise Educators with the objective of achieving individual development and group cohesion and achieving university objectives in linking up curricular and co-curricular activities. Leading the university to develop a competitive advantage in this area.

Aims and Purpose

The Enterprise education training course is aimed at Stem lecturers who are ready to review international best practice. The aim of the course is to provide an enhanced learning experience for the participants (henceforth referred to as 'Entrepreneurial Educators') rather than students which will play a part in developing both the careers of the participants within their own institution, but also providing the opportunity to create a team of curricular experts who will play a major contribution in creating a high impact linked up entrepreneurial ecosystem.

Key Course Information

The course is structured around 6 over 2 semesters plus a major project. The work-based learning approach of the course means that each module is relevant to – and supportive of – significant enterprise education development within the specific objectives of the institution. A key component of the work-based learning approach is the availability of ongoing mentoring from successful world leading entrepreneurial educators and the creation of opportunities internally and externally.

The 6 modules are delivered by a team of specialist enterprise educators with a combination of practical and academic experience in entrepreneurship, new venture creation, ideas commercialization and innovation. In line with the work-based and practical nature of the degree course, a range of innovative pedagogies – which are both participative and reflective - will be used to ensure entrepreneurial learning and successful commercialisation and implementation of world leading enterprise education strategies. Assessment will be continuous, culminating in a major project based on the implementation of the plan for new enterprise education development and considered reflection on it.

Opportunities

The key aim of the course being to help educators reach world class level in enterprise education, and create a strong team of Stem related enterprise educators who will develop inter-disciplinarity and develop enterprise education. We anticipate that the completion of such a course could open other opportunities regionally, nationally and internationally.

Module Information

An introduction to work-based learning for enterprise Education

This course is underpinned by work-based learning based upon the startup and implementation of enterprise education initiatives. Throughout the learning process, the educator will maintain a portfolio for assessment and reflection. This module introduces 3 key themes:

Enterprise Education - potential for impact

Reviewing and planning in Enterprise Education

Identifying opportunities for learning and growth in new enterprise education ventures.

The importance of pedagogy for effective enterprise education will be reviewed with experiential activities to review best practice pedagogical models including blended learning.

Entrepreneurial strategy and planning for Enterprise Education

Strategy is recognized as being critical to the success of entrepreneurial education initiatives. The educators will be encouraged to adopt a strategic approach to the development, implementation and management of their enterprise education portfolio. This will include using a major diagnostic model which has been developed and proved in practice in developing the sustainability of enterprise education initiatives. The educators will be asked to review where they are strategically as well as operationally at every stage of the implementation of their project ideas.

Embedding enterprise into the Curriculum

This module explores how, having identified opportunities for embedding in the curriculum, the educators can identify the key challenges and create sustainable curriculum interventions. Despite widespread policy recommendations, internationally, there is very little evidence of sustainable success in this area anywhere in the world. Success in this area therefore would provide key opportunities for both individuals and institutions. The educator will cover aspects of pedagogy, curriculum reviews and the challenges of innovation in essentially bureaucratic institutions. Overall, the importance of establishing a sustainable competitive advantage through the right choice of strategy is emphasized. The need to influence Senior Management, link internal and external stakeholders is reviewed along with marketing and financial considerations.

Entrepreneurial Policy and research

Policy is important to both the start up and long-term growth of businesses but also to create sustainable entrepreneurship education initiatives. The educators will learn how to review regional, national and International policy and its implication for their projects.

The International importance of demonstrating impact and validity of enterprise education will be reviewed with the need for measurable results built into any course highlighted to verify outcomes and create Institutional and governmental support. There will also be a focus on developing the soft skills required to obtain funding and other resources, both locally and internationally.

Innovation, Streetwise Business and IP

Innovation, creativity and Intellectual Property (IP) are critical to entrepreneurial success and, more broadly, to economic development and wealth creation. It is important not just to identify opportunities (whether new ideas, product or process innovations, or new markets) but also to evaluate the viability and feasibility before exploitation. Creating an entrepreneurial ecosystem is crucial to link curricular and co-curricular activities. Educators will play a key role as a team in not only linking up their own subject areas but achieving impact through linking curriculum to the wider enterprise ecosystem.

The background of enterprise educator varies from the academic."pracademic", to the experienced entrepreneur or business adviser. It is important that all educators understand how to create and develop a new venture both in practice and theory to achieve maximum impact. The skills of developing and implementing Innovation projects need to be mastered and applied to achieving success in enterprise education projects both inside and outside the organization.

Leading and Managing the New Enterprise Education Training

A number of key skills are required to lead and manage a new venture successfully and to ensure its long-term sustainability and growth. This module ensures the enterprise educators focus upon the practical implementation of these skills, with empirical consideration of how they can actually contribute to entrepreneurial success. These skills include leadership, teamwork, self-management, personal branding and negotiation. A project will be planned implemented and reflected upon for learning.

Throughout the course the team will have the opportunity to self-assess their own entrepreneurial skills and develop new strategies to develop these within their role as an enterprise educator. Equally they will be embedding these skills within their curriculum and enabling their students to develop these skills both within their core modules and in the context of interdisciplinary opportunities.