

Embedding enterprise education across the university

Wednesday 27 February 2019, Staffordshire University



Today's workplace is volatile, fast evolving and uncertain. Whether directly employed or self-employed graduates need to demonstrate enterprising competencies such as good teamwork, initiative, original thought, creative questioning and a willingness to take calculated risks.

To equip students with the necessary skills and attributes, universities are developing innovative enterprise programmes and initiatives and embedding them in undergraduate and postgraduate programmes across subject specialisms. However, there is no one size fits all approach and there are significant practical challenges associated with embedding enterprise education across university disciplines.

This workshop brings together those who facilitate and support enterprise education to explore how a robust and effective enterprise education strategy can be applied across the university.

Programme

09:20 Registration and refreshments

09:50 Welcome and introductions

Dr Matthew Higgins, Associate Professor in Marketing and Consumption, University of Leicester School of Business

Julie Holland, Lecturer, Loughborough University

10:00 **The evolution of enterprise and entrepreneurial education**

In this session key stakeholders will share their thoughts about how enterprise and entrepreneurship (EE) education is delivering value to students, universities and business and about new opportunities and challenges on the horizon for enterprise educators.

Ana Avaliani, Head of Enterprise, Royal Academy of Engineering

Dr Inge Hill, Senior Lecturer Business Strategy, Coventry University, SFHEA, Fellow Enterprise Educators UK

Professor Andy Penaluna, Director, International Institute for Creative Entrepreneurial Development, University of Wales Trinity Saint David

Dr Sukanlaya Sawang, Associate Professor in Small Business, Innovation and Wellbeing, University of Leicester School of Business

11:20 Break

- 11:40 **Enterprise education in action: nuances across disciplines**
In this session a range of speakers will share examples from different subject specialisms of how enterprise education is incorporated into curricular, co-curricular and extracurricular activities. Each speaker will deliver a case study and the session will close with a joint Q&A session.
- Professor Karen Burland**, Head of the School of Music, University of Leeds
Dr Andrew Goodman, Senior Lecturer in Design, Bangor University
Dr Charles King, Entrepreneur in Residence, School of Engineering, Computing and Mathematics, Oxford Brookes University
Charmaine Myers, Senior Lecturer in Academic Development, Sheffield Hallam University
- 13:00 Lunch
- 13:50 **Making enterprise education sustainable and scalable**
There are various obstacles that need to be overcome if enterprise education is to be a meaningful component of a range of subjects. In this session we will explore what needs to be done for enterprise education to be a core part of your institution's identity. Discussion will include:
- Aligning your enterprise education strategy with your institution's mission and vision
 - Securing commitment and funding from university and departmental leaders
 - Developing a L&D and support framework for educators
 - Evaluating the impact and effectiveness of your programmes
- Jerry Allen**, Director for Entrepreneurship, UCL Innovation and Enterprise
Professor Gurpreet Jagpal, Director of the Aldridge Institute for Enterprise and Entrepreneurship, Faculty of Business and Law, UWE
Adrian De La Court, Lecturer, MA Creative and Cultural Entrepreneurship and Director, SYNAPSE, Goldsmiths University of London
- 15:10 Break
- 15:30 **Workshop wrap-up: Embedding enterprise and entrepreneurship across the university**
In this final session Matthew Higgins will outline the key findings of the recent Chartered ABS/SBC project examining the challenges of embedding enterprise and entrepreneurship across the university. Participants will be encouraged to reflect on the role that business schools play in the organisation, leadership and management of student enterprise and entrepreneurship.
- Dr Matthew Higgins**, Associate Professor in Marketing and Consumption, University of Leicester School of Business
- 16:00 Close