

Presentation by

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# Embedding Enterprise Education across the University (and beyond)

# UWE Bristol Strategy 2020

- 'Advancing knowledge, inspiring people, transforming futures'
- 4 key priorities:
  - **Outstanding learning**
  - **Ready and able graduates**
  - Research with impact
  - Strategic partnerships, connections and networks

# Priority 1 – Outstanding Learning

- Supporting our staff in providing a high quality, **relevant and engaging practice-oriented learning experience**, both on and off campus, for all our learners, using the latest technology and global information sources
- Our academic departments working to continually improve; engaging students and gathering their feedback; sharing good practice; and adopting leading standards to ensure high performance and **innovation across all of our programmes**
- Supporting our teaching and learning with excellent library and IT resources, specialist laboratory, practice and learning environments, and the latest technology
- Having high quality and responsive business processes and professional services in place that support an excellent and seamless experience for our students throughout their time with us.

# Priority 1 – Outstanding Learning

*“UWE Bristol designs course modules so they’re not pure theory – they reflect what happens in the real world. The lecturers and teachers really know what they’re talking about and come from industry.”*

Lucy BA(Hons) Marketing

*“You won’t experience a ‘standard’ curriculum at UWE Bristol. We’re always looking for ways to add something a little different, something you’ll be able to draw upon in your career, and seeking out new opportunities that will benefit our students – whether that’s building links with employers or integrating more practical, hands-on content into our courses.”*

Dr James Lee Head of Department of Arts and Cultural Industries

# Priority 2 – Ready and able graduates

- Offering a portfolio of ‘first choice’ undergraduate and postgraduate programmes **with an applied or professional focus, underpinned by practice, applied research, scholarship and employer engagement**
- Offering **real world opportunities for every student**, such as internships, coaching, peer-assisted learning, placements, project work, community service and volunteering
- Being an inclusive university with a diverse student and staff population, where difference and different perspectives are explored and celebrated, and we support our students to play an active part in our society and economy
- Providing **academic and professional support staff who are scholars, experts and leaders in their field, and connected to industry, practice and the professions.**

# Skills our graduates need

- We have identified the skills our graduates need to be work-ready and by the end of their studies with us, we aim to make sure they are:
  - Ready and able
  - Self-reliant and connected
  - Enterprising
  - Globally responsible
  - Future-facing

# Learning 2020

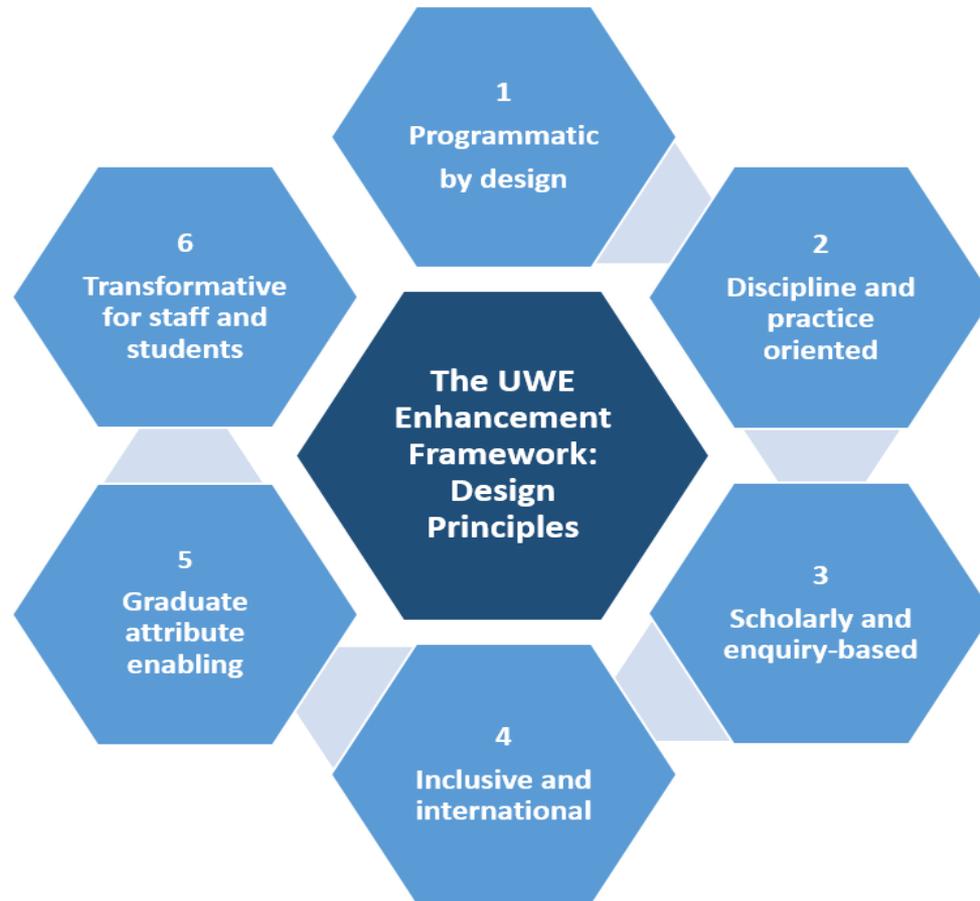
- An integral part to the 2020 UWE Bristol Strategy
- Key aspirations for teaching and learning
- Support **both** students and teachers
- Driven by six key aspirations which are linked through academic and student journeys so we can evaluate success as we progress

# Enterprise 2020

- In 2016, the University launched Enterprise 2020 (E2020), a highly ambitious strategic programme which has systematically embedded enterprise and entrepreneurship throughout the curricula and student experience. Enterprise Champions worked with Course Leaders to map and embed enterprise in over 300 programmes across our faculties - from Aerospace and Animation, to Law, Nursing and Wildlife Ecology.
- Creates an Enterprise Pathway through the whole curriculum ensuring every UWE Bristol student graduates with an enterprising mind-set and skills
- This ensures every UWE Bristol student graduates with enterprising attributes: the ability to think creatively; to identify opportunities; to adapt to a changing world and to make things happen! This methodical embedding of enterprise throughout the curricula was explicitly recognised by assessors in contributing to the University's award of TEF Gold.

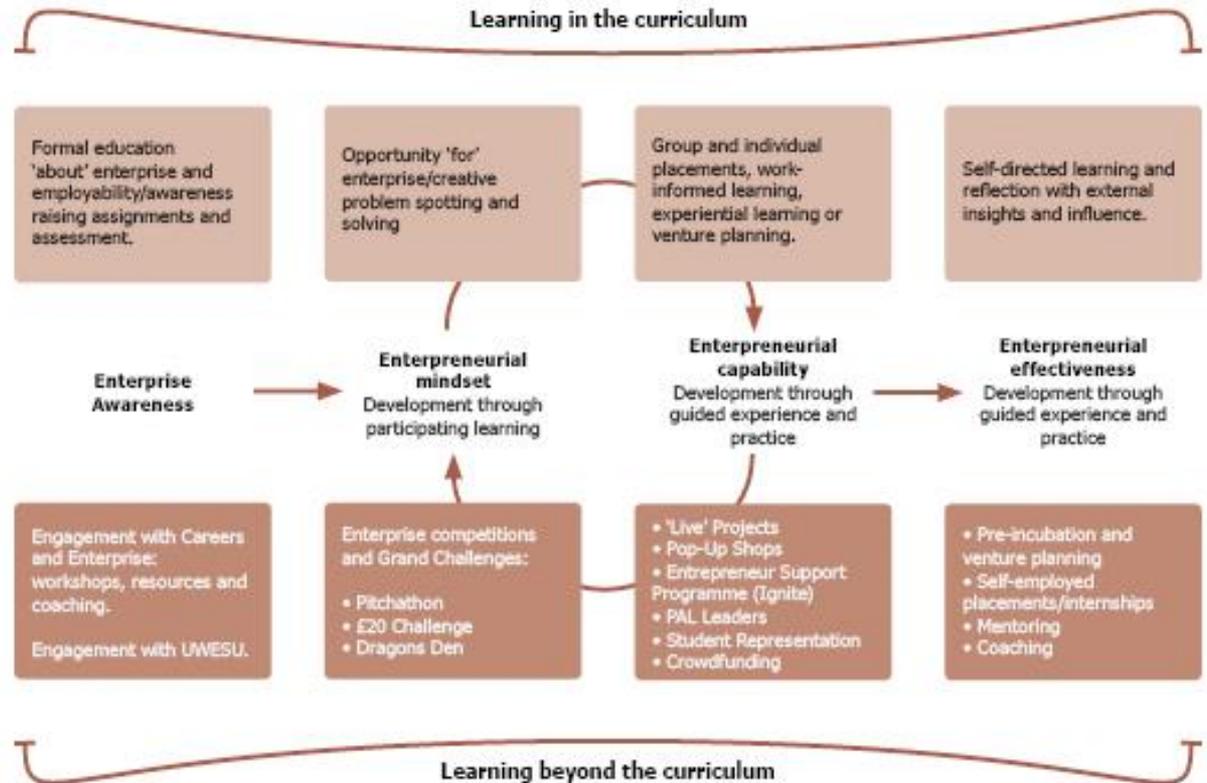
# UWE Enhancement Framework

- Creating Enterprise Curricula
- Created to help translate key principles from strategies into curriculum design and development
- Six design principles



# Graduate Attribute Enabling

- Definitions
  - Employability and enterprise
  - Employment and entrepreneurship
- Embedding broken down in years and levels
  - Year 1 (Level 4): Creativity and innovation
  - Year 2 (Level 5): Opportunity recognition, creation and evaluation
  - Year 3 (Level 6): Decision making, supported by critical analysis and judgement
  - PG (Level 7): Implementation of ideas through leadership and management



Curricular and Extra-curricular Opportunities for Enterprise at UWE  
(Adapted from QAA, 2018 p.22)

# Assessing enterprise

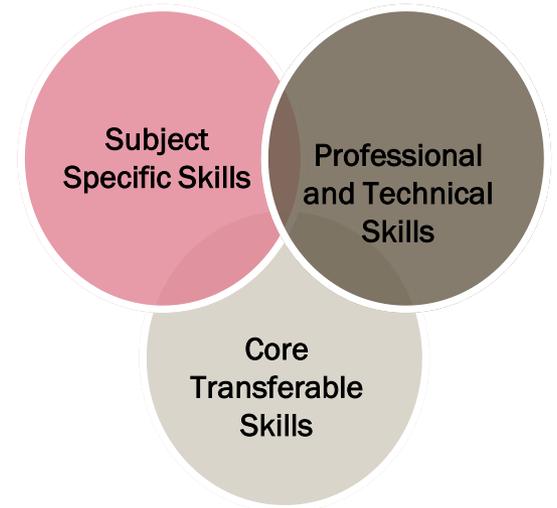
- **Learning ‘about’ enterprise** could be assessed through what might be seen as more traditional academic approaches to evaluating students’ critical and analytical abilities. These often take written, visual or verbal presentational forms and could include project reports, essays, exams, posters, group presentations and so on.
- **Learning ‘for’ enterprise** generally requires experiential learning. It could be assessed through practical activities that are authentic and replicate real-work activities or experiences, through live briefs or projects for external organisations, or through opportunities to have a go at an entrepreneurial activity of one’s own.
- **Learning ‘through’ entrepreneurship** often follows these activities and uses reflective techniques to encourage students to demonstrate their learning and progression and what they have learned from both their successes and their failures. This, in turn, can help to build students’ self-efficacy and resilience as they recognise that getting things wrong can be as much of a learning experience as doing things well.

“UWE Bristol is a university that has entrepreneurship, enterprise and innovation at its heart”.

- UWE Bristol 2020 > Learning 2020 > Enterprise 2020
- With the addition of frameworks and development support;
- Extra-curricular support for student entrepreneurs;
- University Enterprise Zone; and
- Newly established Aldridge Institute for Enterprise and Entrepreneurship

# Focus on E&E in Education

- Learning is changing
- Young people equipped with qualifications and skills for the future
- Need to improve the pipeline of enterprise education
- Need for enterprising teachers



# 3 Areas of Focus

- CPD and Training
- Research with Impact
- Influencing and Shaping Policy

# CPD and Training

- Embedding Attributes into the Curriculum
- Team Academy
- Leadership
- High Fliers Summer School

# Research with Impact

- Our approach to enterprise and entrepreneurship education
  - Attributes
  - Team Academy
- Teacher development
- Aldridge Creates
- Outside of Aldridge

# Influencing and Shaping Policy

- To inform Government and policymakers on the importance and value of enterprise and entrepreneurship education using impact evidence to drive the creation of new education policies and teaching pedagogy.
- We believe that current education policy does not place enough emphasis on the value of enterprising attributes in education – team working, creativity, problem-solving, risk-taking, determination and passion.
- In an assessment driven culture of education, the Institute provides a much needed voice for spearheading the inclusion of such skills in all areas of education.

# Thank You