

University entrepreneurship support

*The entrepreneurial
universities conference
Münster, Germany 2012*

11th International Conference on Science Marketing and
4th FINPIN Conference 2012

LEED Action Programme on Local Economic and Employment Development

National and Local Governments

Business Representative Organisations

Civil Society

Academia



STRASCHEG CENTER FOR ENTREPRENEURSHIP

**Local Innovation
Systems**

**Greening SME activity
&
Green growth**

**Peer reviews
Cross-country studies
Policy advice
Capacity development**

Tourism

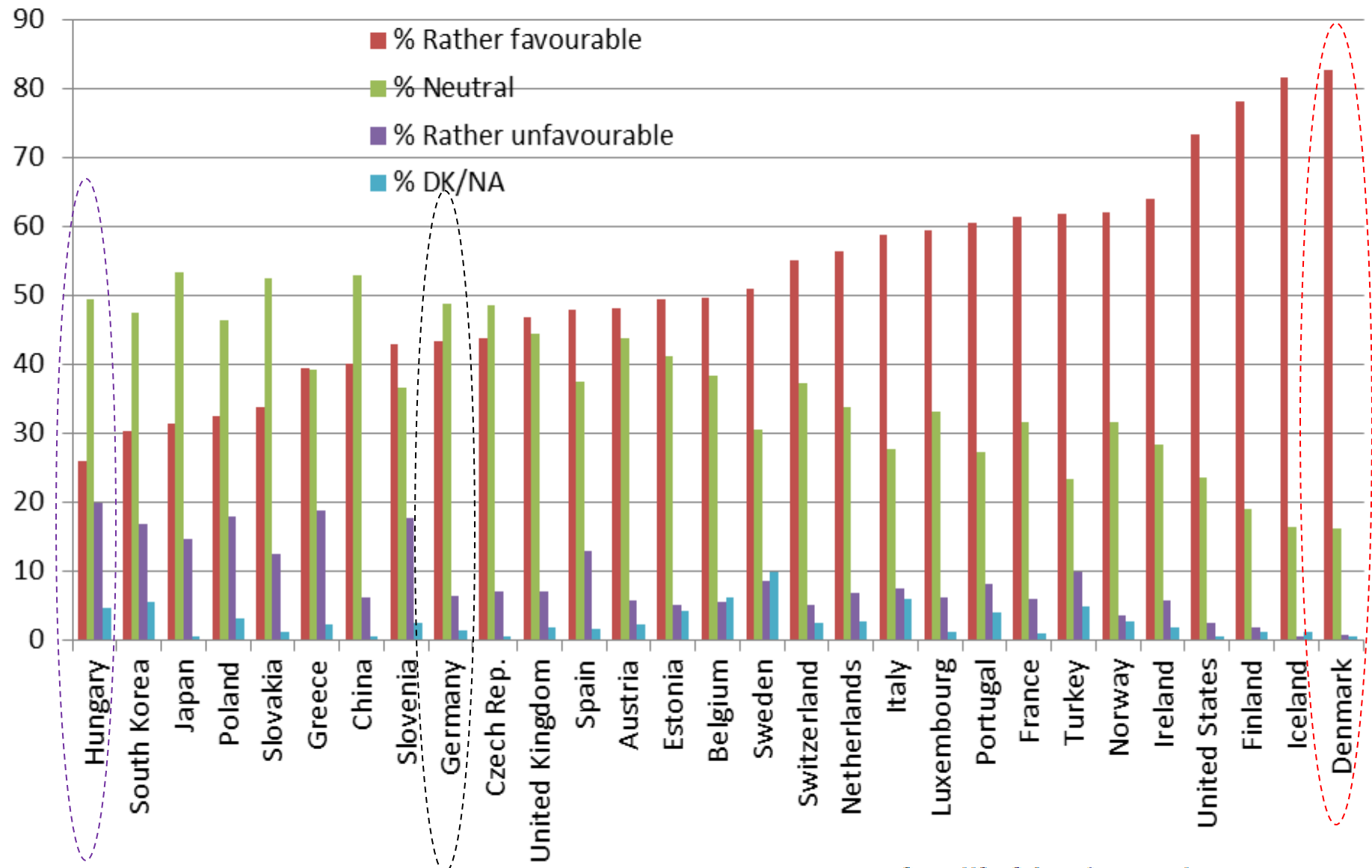
Social Economy

**Gaining from staging
Global Events**

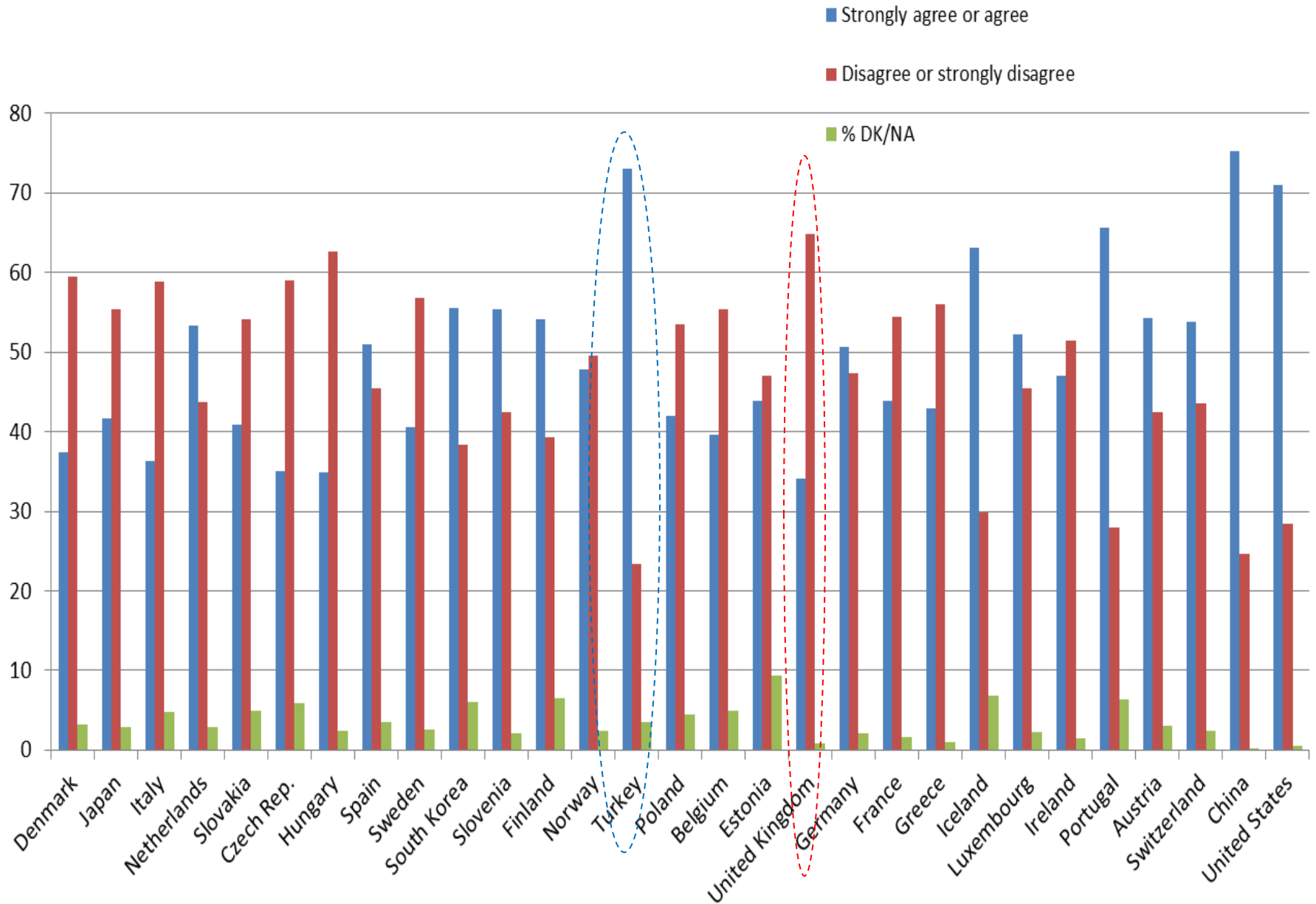
**Since 2006
University
entrepreneurship
support**

Source:
Flash Eurobarometer
Series, No 283

Image of entrepreneurs, 2010



School helped in understanding the role of entrepreneurs, 2010



University Entrepreneurship Support

Main research questions

- **What are current strategies and practices in how universities support entrepreneurship?**
- **How well is what universities do integrated into wider (local/global) entrepreneurship support systems?**

University Entrepreneurship Support *Activities since 2006*

Around 80 universities and universities of applied sciences (OECD member and non-member area)

- Good practice exchange workshops
- Peer-reviews
- Online surveys: pilot samples in 2010, 2011, in planning online tool for universities to self-assess and re-orient their activities

We've asked 60 universities about success factors...

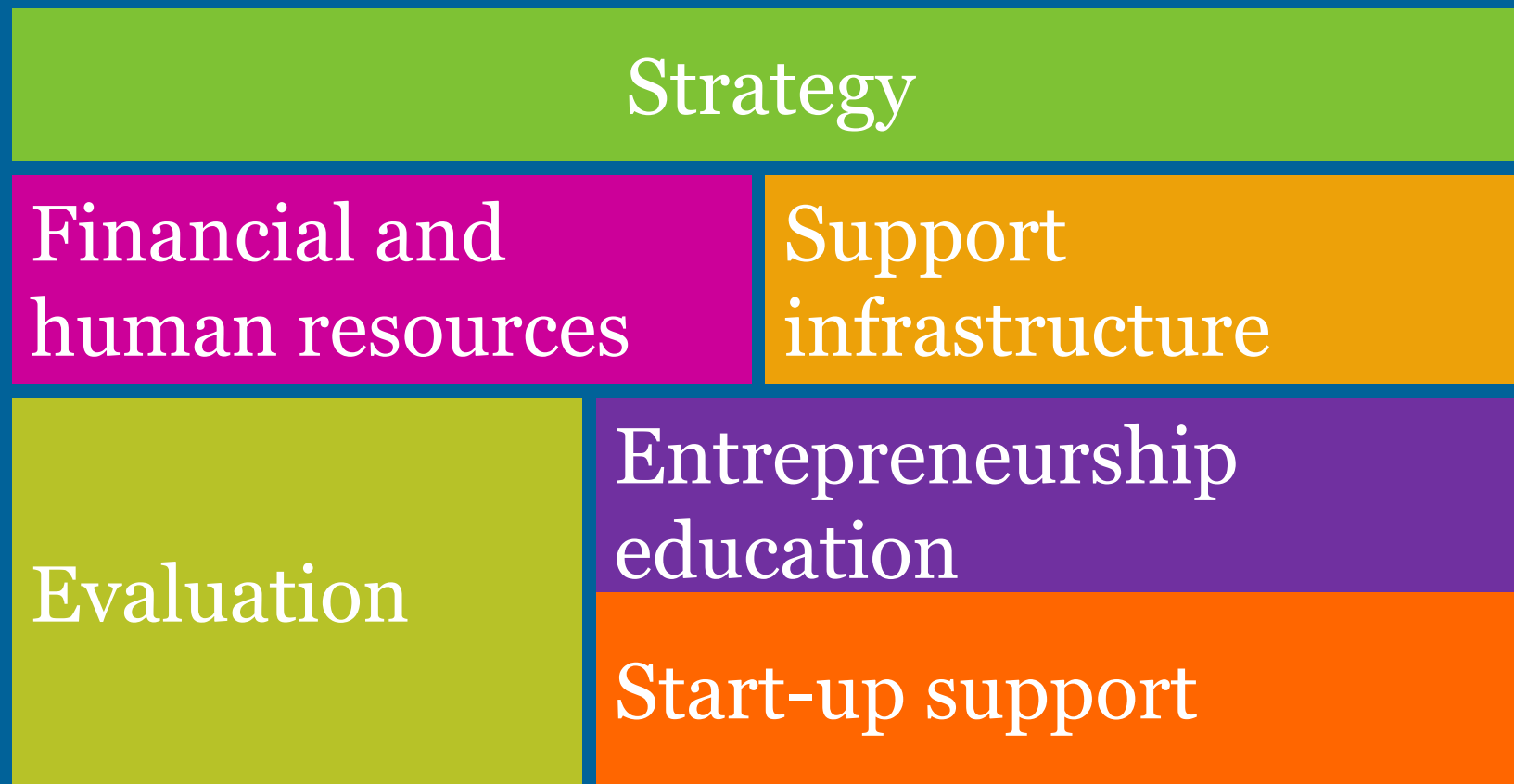
Students: Multidisciplinary backgrounds, inspired to pursue excellence, reflexivity and curiosity

Resources: Professional support teams, professors, start-up grants, low turnover of staff, Alumni

Back up: University (vision and leadership, cross-faculty support, international connections), political support, demand for new firms

Delivery: Single window for students, autonomy of entrepreneurship centres, business incubation facilities, networks, potential investor collaboration, entrepreneurship education and start-up support work “hand in hand”, customised and 1-1 support, competitions, guerrilla marketing

University Entrepreneurship Support *Conceptual framework*



Findings to date: Strategy

- **[+]** Increased top-management anchoring; backed up by public policy and private sector involvement (individuals and corporations)
- **[+]** Greater involvement in strategic alliances as network players, and sometimes as leaders
- **[+]** Increasing involvement of ‘users’ in support design
- **[+/-]** ‘User-friendly’ communication means – sometimes parallel to official communication channels
- **[-]** Need for more interdisciplinary activities inside curricula
- **[-]** Incentives and rewards need improvements
- **[->]** Growing emphasis on alumni and post-start up

Findings to date: Financial and human resources

- **[+/-]** Increased efforts towards multiple funding sources: greater continuity, expansion of activities, but also more accountability structures
- **[+/-]** Greater heterogeneity in backgrounds and experience of staff than elsewhere in the university
- **[+]** More opportunities for training and further education – at international and national levels

Findings to date: Support infrastructure

- **[+]** Establishment of ‘entrepreneurship centres’ as single window units – either as part of central university management or as legally separated organisation
- **[+/-]** Increased provision of co-working spaces, incubator facilities either directly on campus or in collaboration with other providers; sometimes duplication of efforts

Findings to date: Entrepreneurship education

- [+/-] More eclectic collection of teaching staff than other disciplines
- [+/-] Ample evidence that entrepreneurs are involved in teaching, but there only few examples of engagement in the full curricula experience
- [-] Mix of learning objectives and practical aims within a single courses but without proper reflection in terms of didactics, pedagogies, teaching formats, learning environments and materials

Findings to date: Start-up support

- **[+]** More synergies between entrepreneurship education and start-up support
- **[+]** Increasing efforts to facilitate interdisciplinary team building
- **[+]** Increasing efforts to organise mentoring schemes
- **[-]** ,Optimal hand-over point‘ between university and external support providers not always clear, thus overlap and duplication – over-support?
- **[->]** Growing emphasis on ‘managing failure’ and post-start up support

Findings to date: Evaluation

- [-] Predominance of standard evaluation approaches in entrepreneurship education activities (i.e., satisfaction with content, teacher, etc.) does not allow to assess specific learning outcomes
- [+] For start-up support contacts are generally maintained with individuals and teams
- [->] Increasing efforts to use alumni tracking systems for evaluation purposes

