

The Entrepreneurial University

Munster University of Applied Sciences
26th-27th April 2012



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Entrepreneurship in Education

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Acting CEO



My hope.....

- Why?
- What?
- National role of NCEE
- Change/Opportunity
- Examples?

The Entrepreneurial University is important because..

- *knowledge is no longer the domain of universities;*
- *Universities funded by the public purse are under immense pressure and scrutiny to add more value to the economy and society - and become less dependent on the state;*
- *competition from the private sector is being encouraged and is growing;*
- *employers/parents/graduates are seeking and demanding ways to improve future potential/ lives/ careers*

.. and especially in tough times..

- *it is long understood that environments which are highly complex, unpredictable and uncertain demand an entrepreneurial response to survive/succeed;*
- *our current economic conditions are due to the impact of globalisation , international trade and competition*

.. and therefore requires

- *recognition that universities need to be more flexible, more porous, more adaptable;*
- *strong leadership and an environment that encourage the development and display of entrepreneurial behaviours and actions*

Or we can batten down the hatches and hope the storm passes overhead.

The entrepreneurial university concept is a whole institution approach.

NOT only about those good at raising external income.

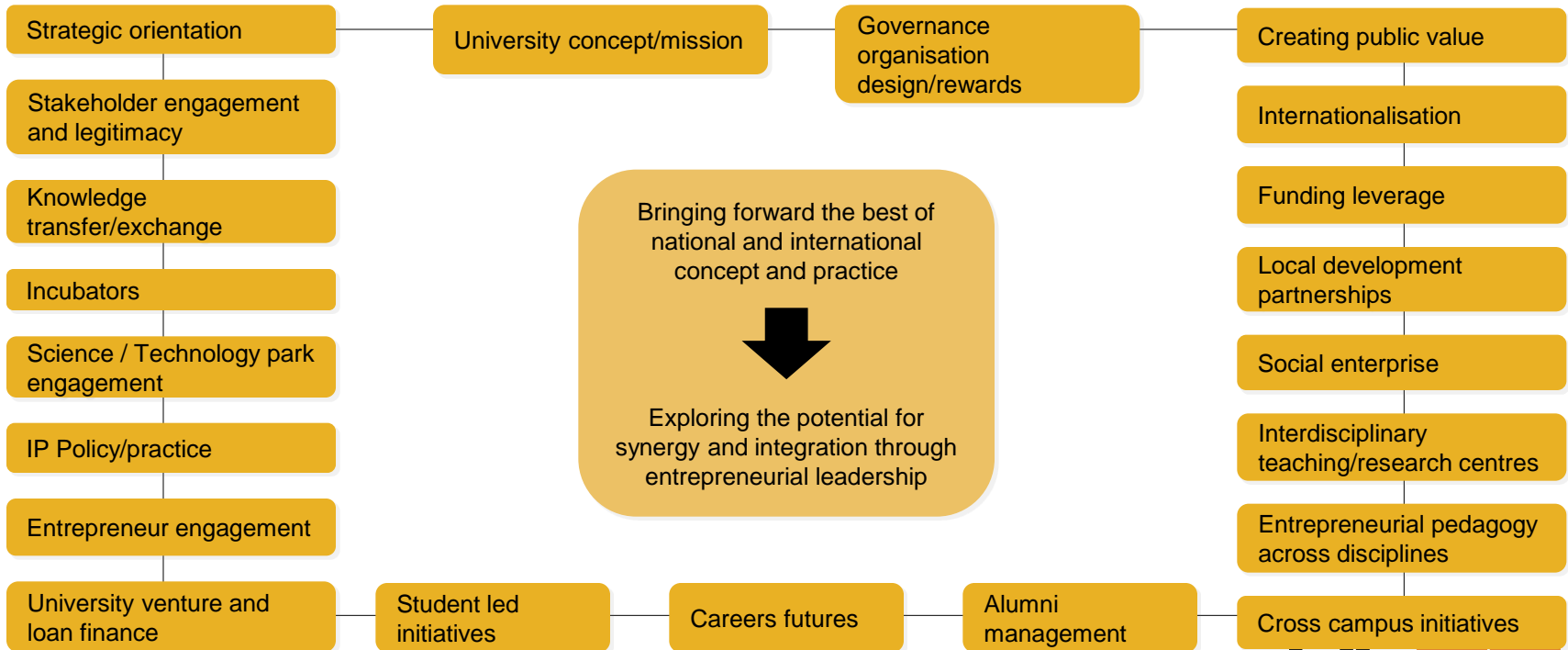
NOT only about those who successfully commercialise technology/knowledge.

NOT only about student/graduate start ups.

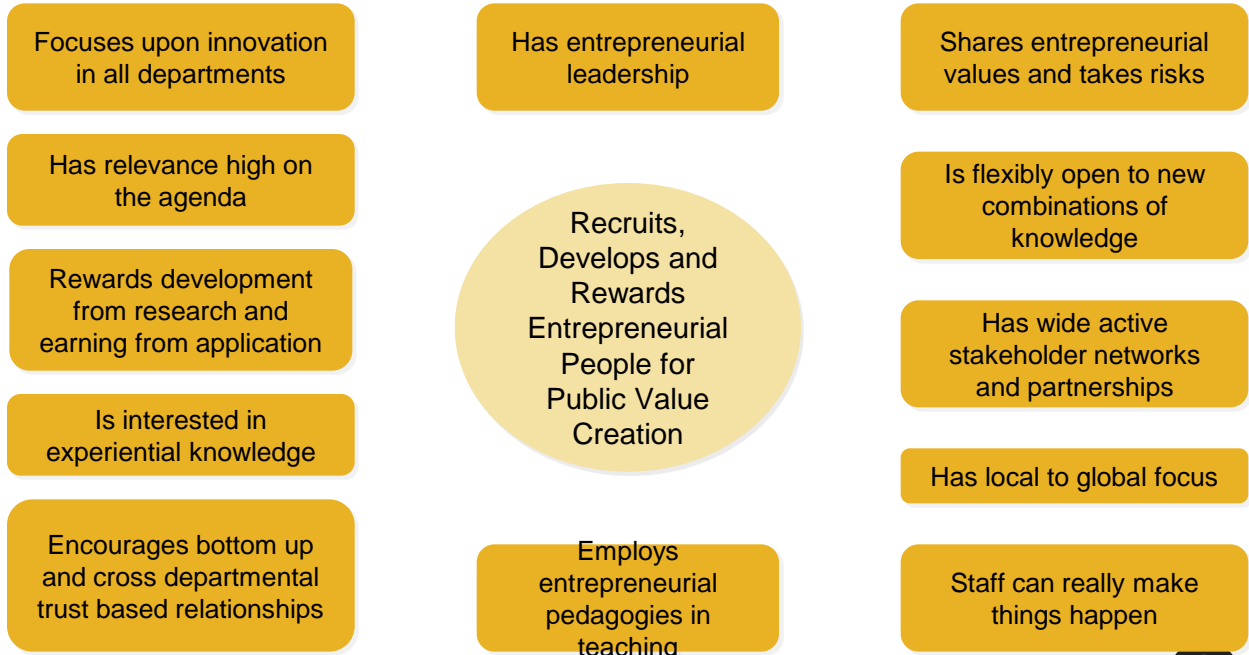
IT IS about:

1. the **institutional environment**: systems/processes, policies, practices, culture, leadership
2. the **staff/people** : entrepreneurial spirit, rewards/incentives, support/development, role models
3. the **students**: opportunities, engagement, networks/contacts, learning by experience and failing
4. the **impact**: affects on the institution and its people, on graduates, on stakeholders, on wider community and ecosystem

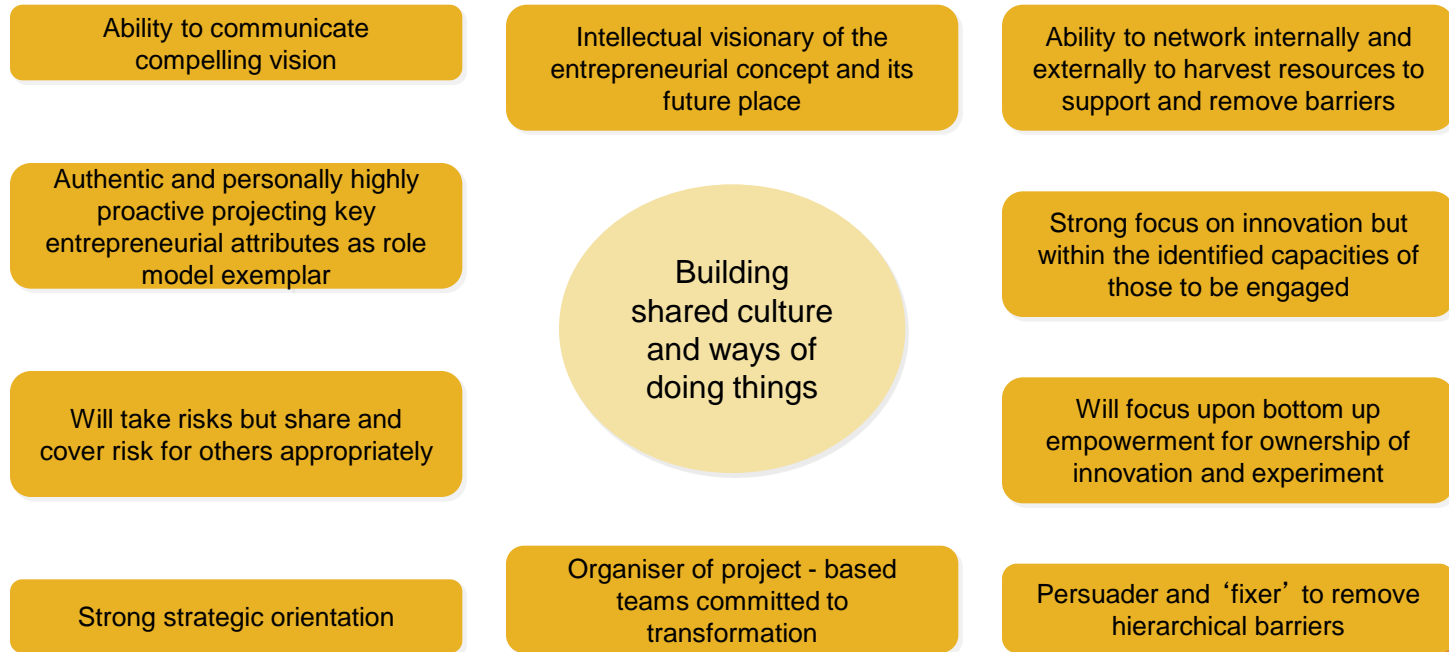
EXPLORING BEST CONCEPT AND PRACTICE



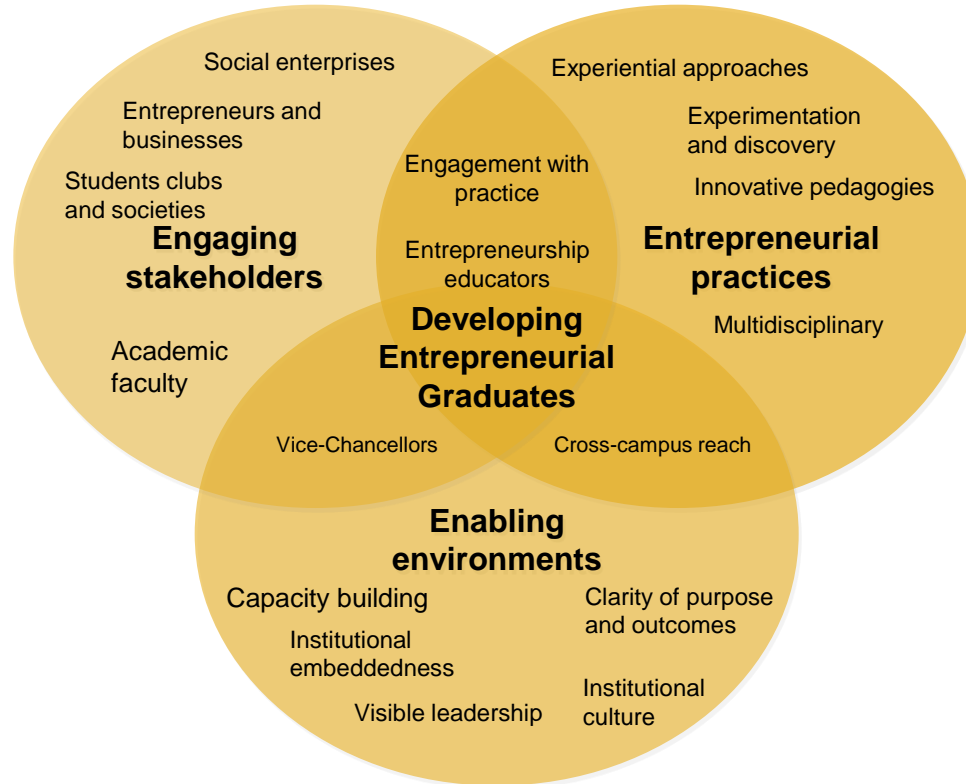
ENTREPRENEURIAL UNIVERSITY – AN ORGANISATION THAT:



THE ENTREPRENEURIAL LEADER



AN IMPLEMENTATION FRAMEWORK FOR HIGHER EDUCATION



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What is our national role?

Since 2004 we have extended how we work across HE and FE, starting with our Flying Start Programme for students and now supporting senior management, industry partners, academic staff and graduates.

Our new name, the ***National Centre for Entrepreneurship in Education***, is a more accurate reflection of what we now do to stimulate and encourage a more entrepreneurial education sector and to create the opportunities for more graduates and learners to develop the capacities they need for an entrepreneurial future.

We deliver innovative learning opportunities across 3 core areas: (1) Leadership and Management; (2) Academic Entrepreneurship; (3) Graduate Entrepreneurship

WWW.NCEE.ORG.UK



- A pioneering executive development programme for senior university leaders delivered by NCEE and Universities UK and in partnership with Said Business School, University of Oxford and University of Hertfordshire.
- Led by eminent vice chancellors, experts, visionaries, practitioners and policy makers in the field of university education, the Entrepreneurial University Leadership Programme is creating a network of entrepreneurial universities.



ENTREPRENEURIAL UNIVERSITY LEADERSHIP PROGRAMME



www.eulp.co.uk

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- NCEE sponsors the ‘Entrepreneurial University of the Year’ award, which is an opportunity to recognise institutions that have embedded entrepreneurial activity into the fabric of their institution through their:
 - Entrepreneurial environment
 - Innovative faculty
 - Engaged students
 - Local, regional and national impact



TIMES HIGHER EDUCATION AWARDS ENTREPRENEURIAL UNIVERSITY OF THE YEAR



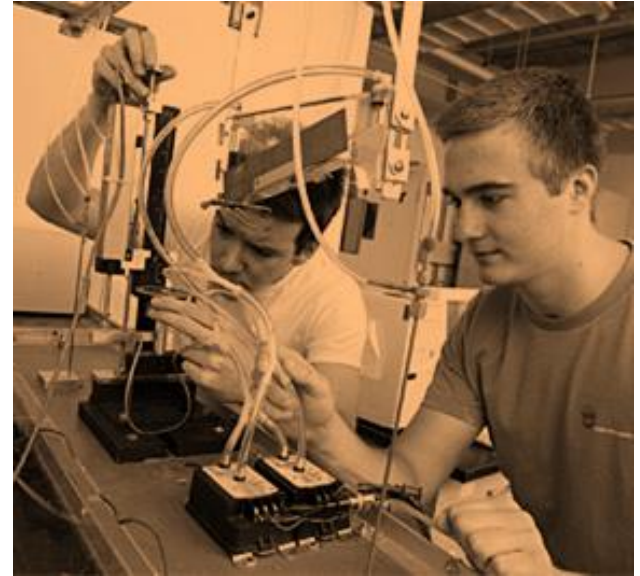
THE AWARDS

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Entrepreneurial University of the Year

- Institutional Environment
 - How has the university transformed its culture to provide conducive environments for enterprise and entrepreneurship?
 - How is institutional leadership for driving enterprise and entrepreneurship throughout the institution demonstrated?
- Student Engagement
 - How are the students/graduates applying entrepreneurial behaviours/mindsets learnt from the institution's offerings?
 - How do students/graduates indicate a positive attitude towards enterprise/entrepreneurship as a life choice?
- Innovative and Entrepreneurial Staff
 - How have staff demonstrated innovation/growth in their approach to the design/delivery of the institution's offerings?
 - How are staff rewarded and incentivised for developing excellence in entrepreneurial practice?
- Entrepreneurial Impact
 - How has the institution affected the nature of entrepreneurial outcomes for staff / students?
 - How has the institution captured and demonstrated good practice and effectiveness?
 - In what ways has the institution's experiences influenced policy or practice elsewhere?

- A University Enterprise Network (UEN) is a tripartite partnership between industry, the public sector and Universities to make a substantial contribution to the long term competitiveness of the UK economy and social cohesion.
 - Advanced Manufacturing
 - Creative Industries
 - Innovation
 - Energy
 - Social Enterprise
 - STEM
 - European



UNIVERSITY ENTERPRISE NETWORKS

- The Enterprising Academic is a national programme to enhance the impact of research and Intellectual Property
- NCEE's vision is to encourage and create an environment for more research and teaching staff engaged in commercialisation and entrepreneurship
- Delivered in partnership with Government, Santander and national agencies



ENTERPRISING ACADEMIC

THE
ENTERPRISING
ACADEMIC

www.enterprisingacademic.co.uk

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- The European Entrepreneurship Educators (3EP) supports and develops enterprise education through intensive one-week European Annual Summer Academies (EASA) from 2010 to 2012.
- 3EP's alumni will be based on EASAs in Finland, Denmark, Croatia and UK and include 150 educators from 75 institutions representing over 25 European nations.



EUROPEAN ENTREPRENEURSHIP EDUCATORS PROGRAMME



www.3ep.eu

March 2012, Liverpool; August 2012, Croatia





Join us at
J.J Strossmayer University, Osijek, Croatia

26th – 31st August 2012

€500 Early Bird Fee (not including travel and accommodation)

APPLY NOW at www.3ep.eu

DELIVERED BY

- Currently running the 3rd cohort, IEEP is an accredited learning experience designed for enterprise educators working in FE and HE, who create entrepreneurship outcomes for others.
- Forming a network of 70 educators from 55 higher/further education institutions who are now developing their capacity for supporting the 1 million learners they represent.



INTERNATIONAL ENTREPRENEURSHIP EDUCATORS PROGRAMME



ieep.ncee.org.uk



- Currently in its 6th year, IEEC is the leading international conference on enterprise and entrepreneurship.
- Run in partnership between EEUK and NCEE.
- Annually it brings together 300 enterprise educators to share experiences and engage others in enterprise education and to enrich the experiences of educators and students.
- Plymouth University, 12th-14th Sept 2012



INTERNATIONAL ENTREPRENEURSHIP EDUCATORS CONFERENCE



- Annually, the NEEA specifically reward those working as enterprise educators supporting student and graduate entrepreneurship in FE and HE. The awards are run and judged by NCEE and EEUK.

There are three categories of awards:

- **Enterprise Educators**
- **Enterprise ‘Champions’**
- **Student Educators**



NATIONAL ENTERPRISE EDUCATOR AWARDS



www.neea.org.uk



- Stimulating enterprise and entrepreneurship across our higher education institutions is fundamental to driving economic success and social cohesion.
- The project supports the creation of a Senior-Level Enterprise Champion who will act as a catalyst for change across the campus.
- Currently we are working with 8 HEIs in the North West of England to create 300 new graduate businesses



NORTH WEST ENTERPRISE CHAMPIONS



- Make it Happen offers online business support to students and graduates through online mentoring, regular webinars and access to resources and experts.
- Make it Happen can be embedded into your HE/FE institution, to track, communicate, and easily provide training, resources and mentoring to all your students and alumni.



MAKE IT HAPPEN

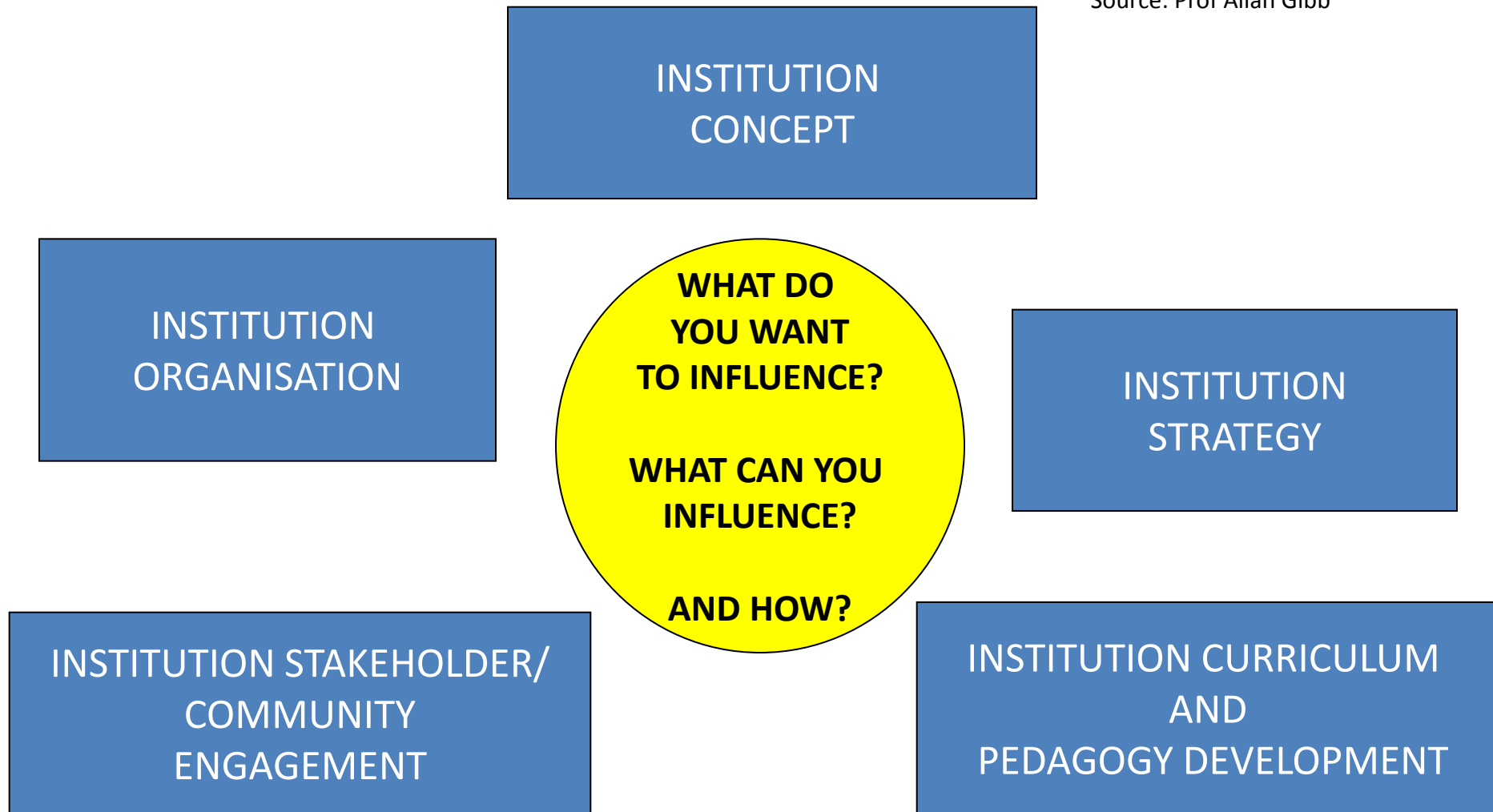


www.mihmentoring.com

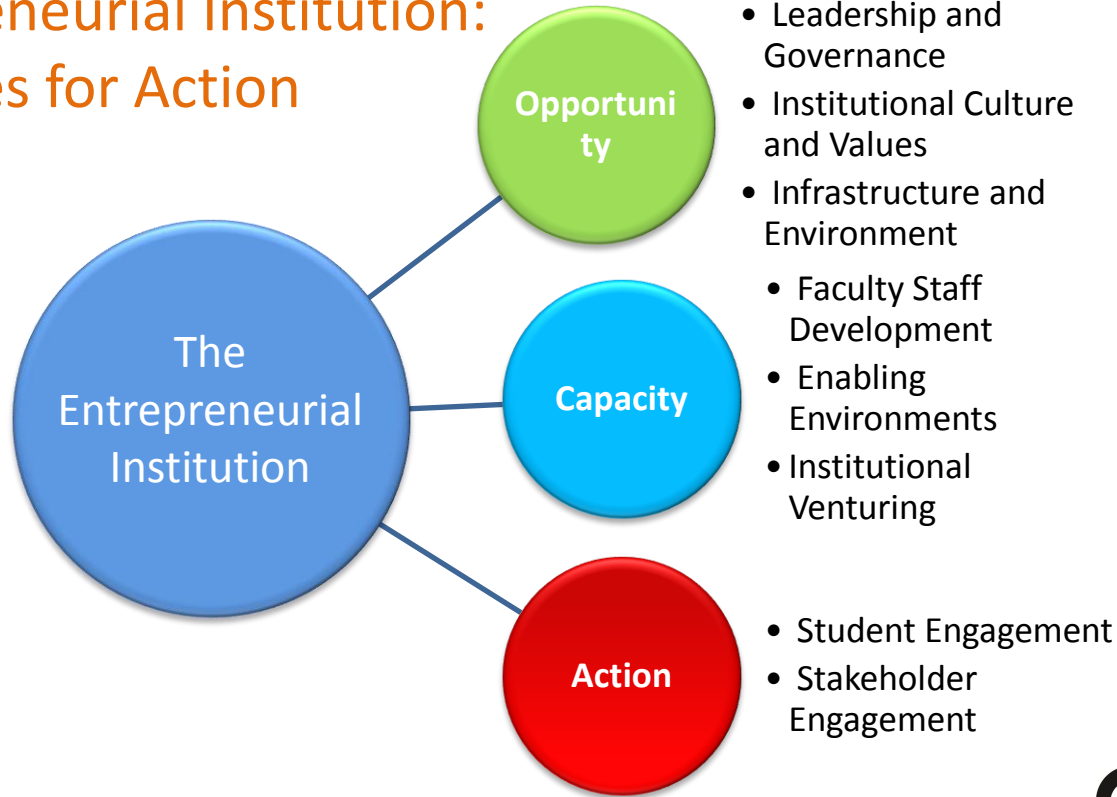
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Challenges and Opportunities

- Behaving/being entrepreneurial
- Levelling the playing field for all students
- Broadening our conceptualisation
- There is NO 'one size fits all' approach'
- Institutional leadership
- Organisational transformation
- Educational reform
- Synergy and connectedness
- Building and exploiting an entrepreneurial ecosystem
- Strategic level partnerships with industry/business, communities
- Action / Risk / Failure



The Entrepreneurial Institution: Opportunities for Action



- Have you reviewed your institution from an entrepreneurial university point-of-view:
 - Your structures and policies?
 - Your shared conceptualisation of entrepreneurship in education?
 - Your curriculum? and how it is taught?
 - Your staff development and rewards programme?
 - Your collaborations with business/industry/local community?
 - Your alumni engagement?
 - Your?
- What can you build on and strengthen? Where is good practice? What can you develop? What needs to change?

Some examples

- Arizona State University
 - Strong visible leadership/opportunity-driven/solution-centred – societal transformation
- Newcastle, England; Wales
 - Use of small curricula development funds to stimulate change
- Coventry
 - Holistic approach for all employees
- Queen's, Belfast; Salford
 - Recognition of extra-curricula effort through academic credits
- Kaospilots, Denmark
 - Driven by a strong culture/value: head, heart and hands
- Nottingham/Coventry
 - Links into local authorities/city communities

- Cambridge, England
 - Entrepreneurial ecosystem
- Stanford, USA
 - Ecorner: videos/podcasts; STVP hosted at Engineering School; Stanford Entrepreneurship Network – global community building
- Illinois at Urbana-Champaign
 - Faculty Fellows Programme; Entrepreneurship Opportunity Fund for staff/students; Entrepreneurship Affiliates Programme for faculty/administrators; Scholars-in-Residence
- Kauffman Foundation
 - Cross-campus initiative: top support; matched funding; campus-wide impact
- SIFE
 - Global approach: 47 countries; 1500 universities; social transformation

“My greatest challenge has been to change the mindset of people. We see things the way our minds have instructed our eyes to see.”

Muhammad Yunus, MD, Grameen Bank



So what are you going to do?

www.ncee.org.uk

CONTACT US



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