

# INTERNATIONAL ENTREPRENEURSHIP EDUCATORS CONFERENCE 2009

*ADVANCING ENTERPRISE EDUCATION*

*2—4 September 2009*

## FULL PROGRAMME

SPONSORS

**informatics**  
ventures

scottish institute for  
**enterprise** <sup>sie</sup>

 institute for enterprise  
leeds metropolitan university

 White Rose  
CETL Enterprise

 Centre for **Integrative Learning**



**WELCOME** to the fourth International Entrepreneurship Educators Conference, on behalf of Enterprise Educators UK, the national network for enterprise educators. This year, the theme is *Advancing Enterprise Education*, and I cannot think of a time when such a theme could not be more pertinent. It is only through advancing enterprise education and entrepreneurship, that we will have individuals who are prepared and willing to embrace the current global economic climate and take us into a growth market.

For Enterprise Educators UK this has been a year of progression, not recession. Our membership is increasing and we have extended our membership to associates, Further Education Colleges and those who have enterprise education as their focus. We welcome our new associate members and look forward to their contribution to the development of enterprise education.

We are working hard on behalf of Enterprise Educators UK members at government level, to fully integrate enterprise education into the Higher Education agenda. We have been invited to take part in various reviews on enterprise education. In having so many members at the cutting edge of enterprise education, we want to make sure that the policy makers are fully aware of your position and that your views are taken into consideration in the shaping of future enterprise policies.

So, friends and colleagues, I look forward to working with you at this conference, sharing ideas on entrepreneurship education and learning from each other. And above all, enjoy yourselves!

**Dr Simon Brown**  
**Chair**  
**Enterprise Educators UK**



**ON BEHALF** of the National Council for Graduate Entrepreneurship I am delighted to welcome you to the fourth International Entrepreneurship Educators Conference. We are very pleased with the programme on offer this year, which includes international perspectives, renowned keynote speakers and over 40 workshops from practitioners. We hope you will enjoy your time here *Advancing Enterprise Education* for the benefit of your students.

This conference is a key part of the national entrepreneurship landscape and a great opportunity for us to come together as community. Our agenda has never been so important. In the current economic climate the entrepreneurial response from our universities and graduates will be key factors in reviving the fortunes of the UK and building an innovative future. Nationally the levels of graduate unemployment are of huge concern, and one that is likely to persist for years to come.

Our response in advancing the enterprise agenda is critical to this generation of graduates, and the country as a whole, and over the next three days we look forward to working with you to shape and drive that response.

**Ian Robertson**  
**Chief Executive**  
**National Council for Graduate Entrepreneurship**



# Programme

## Wednesday 2 September

12.00 – 12.45	Arrival, registration and networking buffet lunch
13.00 – 13.20	Conference welcome
13.20 – 14.00	Conference challenge: Emeritus Professor Allan Gibb
14.00 – 14.30	Keynote: Jim Mather MSP, Minister for Enterprise, Energy and Tourism
14.30 – 15.30	Parallel sessions (see below for details)
15.30 – 16.00	Break
16.00 – 17.00	Parallel sessions
17.00 – 18.00	Keynote: Doug Richard, former TV <i>Dragon</i> and founder of School for Startups
18.00 – 19.30	Wine reception and canapés, sponsored by Informatics Ventures
19.30 – 21.00	Buffet reception, sponsored by Informatics Ventures

## Thursday 3 September

9.00 – 10.00	Keynote: Professor Phil Race, Leeds Metropolitan University
10.00 – 11.00	Parallel sessions
11.00 – 11.30	Break
11.30 – 12.30	Parallel sessions
12.30 – 13.30	Lunch: Professor Lynn Martin and Dr Kelly Smith are available to discuss submissions to a special edition of <i>International Journal of Entrepreneurial Behaviour and Research</i>

13.30 – 14.30	Keynote: Professor Chandra Embuldeniya, Uva Wellassa University and Gill Westaway, British Council
14.30 – 15.30	Parallel sessions
15.30 – 16.00	Break
16.00 – 17.00	Parallel sessions
17.00 – 17.30	Keynote: Andrew Mitchell, Informatics Ventures
19.00 – 20.00	Wine reception sponsored by Centres of Excellence in Teaching and Learning Enterprise
20.00 to late	<b>Gala Dinner</b> sponsored by Informatics Ventures and the Scottish Institute for Enterprise (SIE) <b>Enterprise Educator Awards</b> presentation Entertainment: <a href="#">Red Hot Chilli Pipers</a>

## Friday 4 September

9.30 – 10.00	Keynote: Laurence Howells, Senior Director of Learning, Research and Knowledge Exchange, Scottish Funding Council
10.00 – 11.00	Parallel sessions
11.00 – 11.30	Break
11.30 – 12.30	Parallel sessions
12.30 – 13.00	Review: Emeritus Professor Allan Gibb. Poster prize giving
13.00 – 14.00	Lunch and depart

**PARALLEL SESSIONS: WEDNESDAY AFTERNOON**

		Auditorium	Carnegie Room 1	Carnegie Room 2	Wardlaw Road	Bruce Room	Gibson Room 1
14.30	15.30	<p><b>Stacy Johnson</b>  <b>University of Nottingham</b>  <i>Teaching entrepreneurship using the critical pedagogy approach: the case of nursing</i></p>	<p><b>Dr David Bozward, Gemma Wan</b>  <b>NCGE: Flying Start</b>  <i>workshop</i></p>	<p><b>Janette Munro, Roger Cook,</b>  <b>Thames Valley University</b>  <i>Ethical dilemmas and the Entrepreneur</i></p>	<p><b>Bryn Parry,</b>  <b>Southampton Solent University</b>  <i>Riding the Rollercoaster - how entrepreneurs can make the most out of business-cycles</i></p>	<p><b>Marju Unt,</b>  <b>Estonian Euromanagement Institute</b>  <i>Crossover from academic knowledge to business people's decision-making</i></p>	<p><b>Dr Kevin Byron, Rajinder Bhuhi,</b>  <b>University of Leicester</b>  <i>Four ways to find Enterprising Ideas</i></p>
15.30	16.00	<b>BREAK</b>					
16.00	17.00	<p><b>Dr Anne Nortcliffe,</b>  <b>Sheffield Hallam University</b>  <i>Student perspectives of employability skills: aligned or mismatched with employers requirements</i></p>	<p><b>Gillian Easson, Fiona Pilgrim,</b>  <b>NESTA</b>  <i>Supporting creatives to grow their own business</i></p>	<p><b>Victoria Lennox,</b>  <b>NACUE</b>  <i>Stimulating and supporting student enterprise: Enterprise Clubs and Societies, Student Entrepreneurs and Ventures</i></p>	<p><b>Prof. Pauline Kneale, David Bulmer, Sarah Underwood.</b>  <b>White Rose CETL Enterprise, University of Leeds</b>  <i>Taking enterprise to the professional disciplines</i></p>	<p><b>Dr Asunción Ibáñez, Paul San Sebastián,</b>  <b>ESTE – University of Deusto, Azier Pérez,</b>  <b>Funky Projects</b>  <i>Enterprising is fun!!</i></p>	<p><b>Dr Shaheena Janjuha-Jivraj,</b>  <b>University of Reading</b>  <i>Enabling entrepreneurial thinking in diverse groups of students – the challenges.</i></p>

**PARALLEL SESSIONS: THURSDAY MORNING**

		Auditorium	Carnegie Room 1	Carnegie Room 2	Wardlaw Room	Bruce Room	Gibson Room 1	Gibson Room 2
10.00	11.00	<p><b>Dr Mathew Hughes, Chris Mahon, Dr Hannah Noke, University of Nottingham</b> <i>Entrepreneurship education and entrepreneurial orientation: can we really develop future entrepreneurs?</i></p>	<p><b>Prof. Phil Race, Leeds Metropolitan University</b> <i>Exploring what we can get students to do, to become more enterprising</i></p>	<p><b>Michael Clouser, University of Edinburgh</b> <i>Student Venture Capital Funds as a Pathway for enterprise learning</i></p>	<p><b>Sandra Ewen, Scottish Government</b> <i>Determined to succeed – Scotland’s national strategy for enterprise education</i></p>	<p><b>Chinese delegation Chai Haishang, Feng Zheng, Gao Ling, Zhang Wei, Song Fei (see abstract for affiliations)</b> <i>What lessons can China learn from the UK’s drive towards 50% participation rates in HE?</i></p>	<p><b>Dan Corlett, University of Birmingham, Paul Blackmore, Lancaster University, Mary Bradley, Glyndŵr University, Gareth Trainer, University of Newcastle, Jim Ineson, SIFE UK</b> <i>Careers and employability vs enterprise education</i></p>	<p><b>Richard Sant, University of Portsmouth</b> <i>‘Teenpreneur’: the story of partnering with an enterprise education project in the Philippines</i></p>
11.00	11.30	<b>BREAK</b>						
11.30	12.30	<p><b>Dr Paul Marsnik, St. John’s University, MN</b> <i>The Entrepreneur Scholars Program: an experiential approach to entrepreneurship education</i></p>	<p><b>Prof. Phil Race, Leeds Metropolitan University</b> <i>Exploring what we can get students to do, to become more enterprising</i></p>	<p><b>Clare Griffiths, University of Brighton</b> <i>Creating Enterprising Sparks</i></p>	<p><b>Dr Gideon Maas, Dr Clive Winters, Dr Joan Lockyer, Tom Williamson, Coventry University</b> <i>Direction and governance – who should be responsible for promoting entrepreneurship within universities</i></p>	<p><b>Jenny Shi, Peter Sewell, University of Central Lancashire</b> <i>Best practices and strategies for entrepreneurship education in the UK and China</i></p>	<p><b>Dr Clare Schofield, Manchester Metropolitan University, Claire Hookham Williams, University of Liverpool</b> <i>‘Wash the dishes, Cinderella...fix my clothes, Cinderella!’ The push-me, pull-me dichotomy of championing enterprise education</i></p>	<p><b>Richard Hanage, Richard Hanage Associates</b> <i>Working with Nascent Entrepreneurial Graduates (NAGRENTS) in the creative sector</i></p>

**PARALLEL SESSIONS: THURSDAY AFTERNOON**

		Auditorium	Carnegie Room 1	Carnegie Room 2	Wardlaw Room	Bruce Room	Gibson Room 1	Gibson Room 2
14.30	15.30	<p><b>Mike Wilman, Lesley Strachan, Southampton Solent University</b> <i>Learning styles and preferences of entrepreneurs in business education and training</i></p>	<p><b>Nigel Culkin, University of Hertfordshire</b> <i>Entrepreneurs – fast thinkers or fast talkers?</i></p>	<p><b>Prof. Pauline Kneale, White Rose CETL Enterprise, University of Leeds, Tony Ward, University of York, Susan Smith, Leeds Metropolitan University</b> <i>Embedding enterprise in the curriculum: exemplars of practice</i></p>	<p><b>Dr Chris Loughlan, Cambridge Institute for Research, Education and Management</b> <i>Promoting innovation and entrepreneurship in the NHS: from policy to practice</i></p>	<p><b>Prof. Chandra Embuldeniya, Uva Wellassa University, Gill Westaway, British Council</b> <i>How can the British Council and the Sri Lankan University VCs change Sri Lankan attitudes towards education and self employment?</i></p>	<p><b>David Gibson, Aisling Harkin, Denise Murtagh, Roisin Coulter, Queen’s University Belfast</b> <i>Are you at the top of your game? Empowering educators to inspire students</i></p>	<p><b>Dr Simon Mosey, University of Nottingham, Ian Robertson, NCGE</b> <i>Entrepreneurial University of the Year</i></p>
15.30	16.00	<b>BREAK</b>						
16.00	17.00	<p><b>Muhammad Azam Roomi, University of Bedfordshire</b> <i>Teaching entrepreneurial leadership: clarifying the concept for the classroom</i></p>	<p><b>Dr Andy Penaluna, Kath Penaluna, Swansea Metropolitan University</b> <i>Copyrights and copywrongs? Should they trademark it, patent it or whatever? Who can help them? You maybe? Who else can?</i></p>	<p><b>Michelle Nardone, Southampton Solent University</b> <i>Sex, drugs, and WMV files v. chalk and talk</i></p>	<p><b>Jan Laubscher, University of Waterloo, Canada, Nina Vogel, European Business School, International University, Schloss Reichartshausen</b> <i>Entrepreneurship in five steps – a framework for educating entrepreneurs</i></p>	<p><b>Lars Lindstedt, MICROSOFT</b> <i>Kindling sparks of software entrepreneurship</i></p>	<p><b>Fiona Whitehurst, Newcastle University</b> <b>Addressing students’ perceived barriers to new venture creation through curriculum activities</b></p>	<p><b>IEEP cohort</b> <i>How to win friends, change universities and become the next Masters of the Universe through IEEP</i></p>

**PARALLEL SESSIONS: FRIDAY MORNING 4 September**

		Auditorium	Carnegie Room 1	Carnegie Room 2	Wardlaw Room	Bruce Room	Gibson Room 1
10.00	11.00	<p><b>Prof. Denis J. Garand,</b> Laval University, Canada, <b>David Gibson,</b> Queen's University, Belfast <i>Embedding cross-campus enterprise education in your college/university: from lobbying to intrapreneuring</i></p>	<p><b>Katie Wray, Dr Carys Watts,</b> Newcastle University <i>Tools and techniques for engaging students and researchers</i></p>	<p><b>Anthony Ives,</b> SIE <i>Lessons learned from student entrepreneurship learning experiences</i></p>	<p><b>Dr Kelly Smith,</b> University of Huddersfield <i>Using 'everyday' technology for learning and teaching</i></p>	<p><b>Dr Renaud Redien-Collot,</b> Advancia, Paris <i>The quality assurance issue in French business schools: do management vs. entrepreneurship curricula share the same indicators and objectives?</i></p>	<p><b>Dr Stella Mascarenhas-Keyes, DCSF, Prof. Jay Mitra,</b> University of Essex, <b>Stuart Harley, De Montfort University</b> <i>Enterprise education for international students and graduate entrepreneurship</i></p>
11.00	11.30	Break					
11.30	12.30	<p><b>Social Enterprise Forum</b> <b>Caroline Perry, Unltd;</b> <b>Tracy Muirhead,</b> School for Social Entrepreneurs, <b>Corinna Frost,</b> Anglia Ruskin University <i>Social entrepreneurs in education</i></p>	<p><b>Suzanne Gardiner,</b> British Council <i>British Council activity in entrepreneurship</i></p>	<p><b>Jade Parkinson Hill,</b> <b>Brendan Loughran</b> <b>Darwen Aldridge</b> Community Academy <i>Developing entrepreneurial capability in young people and the wider community</i></p>	<p><b>Dr Andy Penaluna,</b> Swansea Met University, <b>Dr Simon Brown,</b> Southampton Solent University, <b>Alison Price, NCGE</b> HEA-BMAF <i>Creating the future: shaping the curriculum and assessment</i></p>		

## Abstracts

**Dr David Bozward, Gemma Wan**

### ***Flying Start workshop***

This interactive session will explore our current offerings (financial support for student societies; online facilities and workshops) to explore how Flying Start can help provide the tools for your students to move forward into start-up. We will also include a review of our national statistics/ trends, drawn from 4 years delivery.

**Dr Kevin Byron, Rajinder Bhui**

### ***Four ways to find enterprising ideas***

The most common approach in finding and shaping new ideas by individuals and in groups is associative thinking. This is also the most popular tool for finding ideas in a brainstorming session. Associative thinking however has limitations in terms of the number and quality of ideas that emerge, especially if other necessary requirements such as the time, place, people and the problem or challenge definition have not been taken into consideration in the organisation of such sessions. This workshop will discuss these limiting factors and demonstrate in action three other ways of finding ideas.

**Chinese delegation**

**Chair Haishang, Department of Employment Promotion, Division of Entrepreneurship**

**Guidance, Feng Zheng, Department of Vocational Training, Division of Vocational Capacity Building, Gao Ling, Division of Policy and Regulation, Department of Employment Promotion, Zhang Wei, Training Service Department of China Employment Training Technical Instruction Centre, Song Fei, Vocational Skills Development, Chongqing Municipal Bureau of Human Resources and Social Security**

***What lessons can China learn from the UK's drive towards 50% participation rates in HE?***

For the past few years the UK has worked to increase HE participation rates, yet increased numbers of graduates has only resulted in more

graduates being under employed if not unemployed. What lessons can those involved in HE in the UK pass onto the Chinese delegates as they look for ways to address their growing numbers of university graduates?

**Michael Clouser**

### ***Student venture capital funds as a pathway for enterprise learning***

This session will provide an overview of 'student venture capital funds' at higher education institutions including current funds, trends, models, fundraising, and challenges faced in starting and managing these vehicles that arguably provide a superior experiential enterprise learning opportunity. 'How to start a fund' will be included as well.

**Dan Corlett, Paul Blackmore, Mary Bradley, Gareth Trainer, Jim Ineson**

### ***Careers and employability vs enterprise education***

Careers and employability colleagues are a vital but frequently forgotten part of enterprise education at universities. The session will look at the role of a careers and employability service, some examples of good practice from around the UK and will help participants find more powerful ways of collaborating within their own institution.

**Nigel Culkin**

### ***Entrepreneurs – fast thinkers or fast talkers?***

This workshop provides an opportunity to interact with an innovative new approach for entrepreneurial decision-making. Using case study material from *Dragons' Den* we will demonstrate how StrategyPredictor™ allows for quick, reliable and actionable evaluations of decision making and how we use this to support teaching Enterprise Modules on Postgraduate programmes.

**Gillian Easson, Fiona Pilgrim**

### ***Supporting creatives to grow their own business***

NESTA is launching an enterprise resource toolkit which encapsulates tried and tested approaches to teaching enterprise skills for creative individuals thinking about setting up in business. This workshop is aimed at those who support creative start-ups and will introduce the activities and resources within this free toolkit. Further details: [www.nesta.org.uk/creative-enterprise-toolkit](http://www.nesta.org.uk/creative-enterprise-toolkit).

**Prof. Chandra Embuldeniya, Gill Westaway**  
***How can the British Council and the Sri Lankan University VCs change Sri Lankan attitudes towards education and self employment***

The most able in Sri Lanka aspire to progress into 'safe' jobs, yet with only the absolute elite making it into university and with two highly active political parties operating within the university sector – there is a wealth of untapped human resource – who have a real resistance to consider alternative career paths.

**Sandra Ewen**

### ***Determined to succeed – Scotland's national strategy for enterprise in education***

Determined to Succeed (DtS), Scotland's National Strategy for enterprise education has four key strands: enterprising teaching and learning, entrepreneurial learning, work based learning and careers education. DtS is helping provide young people with the skills needed for the world of work. Listen to them talk about their own experiences and see how it is influencing their decisions about the future.

**Prof. Denis J. Garand, David Gibson**

### ***Embedding cross-campus enterprise education in your college/university: from lobbying to intrapreneuring***

Through an interactive survival guide to cross-campus enterprise education, improve your abilities in lobbying and promoting intangible

assets among academics. Assess your intrapreneurial potential, learn more about the 'how-to', tips and tricks, pros and cons on structuring, embedding, launching and expanding entrepreneurship. Join the discussion on the challenges and proactive solutions, both political and educational.

**Suzanne Gardiner**

### ***British Council activity in entrepreneurship***

This session examines the British Council's role in promoting entrepreneurship through international education, citing experience and challenges from PMI2 funded activity with China and Sri Lanka. An interactive workshop explores the role for enterprise educators across a range of international HE systems, looking at supporting and inspiring a new generation of entrepreneurial graduates.

**David Gibson, Aisling Harkin, Denise Murtagh, Roisin Coulter**

### ***Are you at the top of your game? Empowering educators to inspire students***

This workshop introduces a new, fast-paced interactive game that provides experiential learning within the curriculum. Designed by Queen's Enterprise team, it actively engages students with the concept of enterprise and simultaneously develops a range of enterprise skills. This fun activity provides a learning experience within the curriculum and an opportunity for educators to engage students and assess their enterprise skills in a safe environment.

**Clare Griffiths**

### ***Creating enterprising sparks***

The aim of this workshop is to illustrate some pedagogies which can be applied in the context of entrepreneurship education to develop enterprising graduates. By the end of the workshop, delegates will have experienced five pedagogies which can be used in their future

## Abstracts

teaching experiences as enterprise and entrepreneurship educators.

**Richard Hanage**

***Working with Nascent Entrepreneurial Graduates (NAGRENTS) in the creative sector***

This paper builds on work sponsored by the NCGE in 2006 which identified a wide range of students/graduates who have entrepreneurial potential. It marks the launch of a four-year longitudinal research project which will follow the early careers of nascent entrepreneurial graduates (NAGRENTS) from creative subject areas.

**Jade Parkinson Hill, Brendan Loughran  
Darwen Aldridge Community Academy –  
developing entrepreneurial capability in  
young people and the wider community**

Darwen Aldridge Community Academy opening in September 2008 and specialises in entrepreneurship. This session will showcase our innovative approach to developing the entrepreneurial capability of our students and the wider community including The DAKAs – a currency for entrepreneurship, Key Stage 3 curriculum and community projects. The session will conclude with a preview of our state of the art facility – The Entrepreneurship Bridge – which will incubate young entrepreneurs in entrepreneurial pods at the heart of DAKA's new build due to open in September 2010.

**Dr Mathew Hughes, Chris Mahon, Dr Hannah Noke**

***Entrepreneurship education and entrepreneurial orientation: can we really develop future entrepreneurs?***

This paper will provide preliminary findings

of student responses on issues of entrepreneurial orientation to online questionnaires completed during entrepreneurship modules at the University of Nottingham. Each survey attracted evidence from up to 1700 students studying in the UK, China or Malaysia.

**IEEP cohort**

***How to win friends, change universities and become the next Masters of the Universe through IEEP***

This excellent programme is helping to create tomorrow's Institutional Enterprise Champions. We will give a taste of what it's like to be student educator/innovator/entrepreneur/collaborator on all things enterprising – plus a flavour of the pedagogies and strategies that have been designed through engagement with IEEP.

**Dr Asunción Ibáñez, Azier Pérez, Paul San Sebastián**

***Enterprising is Fun!!***

From entrepreneurship education to enterprise education. It is more about seeking opportunities, coping with uncertainty and initiating, than just creating a new venture. Some students are reluctant to entrepreneurship because it means starting a new venture and they don't see themselves capable or interested in such a professional career, especially while they are still studying. But what would happen if it was seen as *fun*?

**Anthony Ives**

***Lessons learned from student entrepreneurship learning experiences***

The purpose of the session is to learn some entrepreneurship education best practices

and develop ideas for improvement from students who have achieved entrepreneurial success through participating in recent entrepreneurship education programmes. The format will be a panel discussion with 3–5 students facilitated by an entrepreneurship educator who will ask questions and invite the audience to ask questions to tease out lessons learned from the students' experiences.

**Dr Shaheena Janjuha-Jivraj**

***Enabling entrepreneurial thinking in diverse groups of students – the challenges***

The session will look at the effect student diversity has on teaching entrepreneurship courses in terms of teaching methods and assessment. The session organisers will present their experience in running two different modules, the types of problems encountered, student feedback received as well as positive experiences in teaching diverse groups.

**Stacy Johnson**

***Teaching entrepreneurship using the critical pedagogy approach: the case of nursing***

The literature provides theoretical and conceptual discussion about the merits of critical pedagogy. However very little is written on practical classroom activities and method that can be employed to put the tools of transformation, power, conscientization and praxis into practice. This paper explores and demonstrates the classroom techniques of critical pedagogy.

**Prof. Pauline Kneale, Tony Ward, Susan Smith**

***Embedding enterprise in the curriculum: exemplars of practice***

In the last five years the three enterprise-focused CETLS have developed and embedded enterprise in a range of ways across five institutions, in all Faculties and over 200 Schools. Materials range from single session interventions to full modules. In this workshop four CETL leaders will briefly outline their models of embedding.

**Prof. Pauline Kneale, David Bulmer, Sarah Underwood**

***Taking enterprise to the professional disciplines***

This session will consider the challenges and tensions involved in taking enterprise teaching to the applied disciplines including medical, dental, law and healthcare students. The ambition is to develop an 'I can do ...' and a 'I can change ...' attitude to their work, and to move provision from episodic and limited to more engaged and progressive.

**Jan Laubscher, Nina Vogel**

***Entrepreneurship in five steps – a framework for educating entrepreneurs***

In a first step this paper elaborates the five universal aspects/characteristics of an entrepreneur. Based on these and the results of the underlying analysis of the German education policy a general framework about how to educate and support entrepreneurs is developed – entrepreneurship in five steps.

## Abstracts

**Victoria Lennox**

***Stimulating and supporting student enterprise: Enterprise Clubs and Societies, Student Entrepreneurs and Ventures***

University enterprise societies can be incredible catalysts of entrepreneurship of by bringing together enterprising students from all disciplines and levels of study. This workshop addresses: the merits of and best practices in student-led entrepreneurial offerings; starting and supporting an enterprise society; developing efficient, effective and complementary student-led programming; and, supporting student entrepreneurs and ventures coming through student enterprise societies.

**Lars Lindstedt**

***Microsoft: kindling sparks of software entrepreneurship***

More than 32,000 UK companies participate in Microsoft's partner programmes. This session is an opportunity to engage with Microsoft on programmes to improve the entrepreneurial skills of technology students, making them more employable by the partners and improving the chances of those who choose to start their own software businesses.

**Dr Chris Loughlan**

***Promoting innovation and entrepreneurship in the NHS: from policy to practice***

The paper outlines and critiques current policy development being proposed by the Department of Health (England). The main proposal to establish Health Innovation and Education Centres (HIECs) is taking place alongside a number of related parallel policy development and is positioned within a complex terrain of support to NHS staff.

**Dr Gideon Maas, Dr Clive Winters, Dr Joan Lockyer, Tom Williamson**

***Direction and governance – who should be responsible for promoting entrepreneurship within universities?***

Given that each institution is influenced by what entrepreneurialism means to it, it may adopt one form or a combination of forms that best suit its needs. This will probably be an evolving or growing process as its understanding of, and relationship with, entrepreneurialism matures. A way forward has to be found that will attract greatest support – or least resistance.

**Dr Paul Marsnik**

***The Entrepreneur Scholars Program: an experiential approach to entrepreneurship education***

The Entrepreneur Scholars (E-Scholars) Program is a comprehensive entrepreneurial development programme that combines classroom work, interaction with entrepreneurs, and business travel (both domestic and international). Students take three courses over a two year period. In this paper, we provide a comprehensive discussion of the E-Scholar program. The paper will include a description of the E-Scholar experience, core principles of the programme, how the programme overcomes traditional barriers to learning, how the programme achieves university-wide inclusion, how the programme seeks funding, and future plans for growth for the consortium.

**Dr Stella Mascarenhas-Keyes, Prof. Jay Mitra, Stuart Hartley**

***Enterprise education for international students and graduate entrepreneurship***

The government's framework of productivity, which shows entrepreneurship as one of the key drivers will be presented. Two examples of university enterprise education, one which allows students to engage in international

enterprise activities using a multinational company platform and the other providing evidence on the nature and pattern of involvement of local and international students in the university's enterprise education will be presented.

**Dr Simon Mosey, Ian Robertson**  
***Entrepreneurial University of the Year***

**Janette Munro, Roger Cook**  
***Ethical dilemmas and the entrepreneur***

This workshop sets up a range of typical ethical dilemmas facing entrepreneurs, with consideration of further complexities such as relativism, post-modernism and the universalisation of ethical values. It provides outline frameworks for ethical analysis and decision-making and aims to provoke lively discussions from both an educational and practitioner perspective.

**Michelle Nardone**  
***Sex, drugs, and WMV files v. Chalk and talk [2009]***

Having problems getting your students to engage with complex subjects? Would they prefer to click and surf than read a book? Get them to make a movie! Come along and understand how the defence of consent works and have a go at making a movie at the same time!

**Dr Anne Nortcliffe**  
***Student perspectives of employability skills: aligned or mismatch with employers requirements***

Paper will identify student perceptions of what employers want, and provide comparison with what the employers 'really' want and illustrate whether Sheffield Hallam University's Venture Matrix, an enterprise curriculum/extra curriculum framework, has been successful in resolving misalignment, and provided

opportunity for students to develop and evidence their employability skills development.

**Bryn Parry**  
***Riding the Rollercoaster – how entrepreneurs can make the most out of business-cycles***

Exploring how some entrepreneurs manage to position themselves for success, as they ride the peaks and troughs of economic-cycles, whilst others crash-and-burn, this interactive workshop compares and contrasts specific individuals and events, from history, with the current situation. Dispelling the twin fallacies that the current recession was neither predicted nor represents typical conditions.

**Dr Andy Penaluna, Kath Penaluna**  
***Copyrights and copywrongs? Should they trademark it, patent it or whatever? Who can help them? You maybe? Who else can?***

Get on the right track in this hands-on workshop, because being aware is half the battle. Make a real difference – enhance your student's capacity to exploit their winning ideas.

**Dr Andy Penaluna, Dr Simon Brown, Alison Price**  
***Creating the future: shaping the curriculum and assessment***

Curriculum developments across UK HE, enterprise and entrepreneurial education are developing in exciting ways but lack the central guidance that many other subject developers enjoy. EEUK, NCGE, and BMAF SIG are seeking your involvement; help us to shape a benchmarking statement for use across all disciplines within Higher Education.

**Prof. Phil Race**  
***Exploring what we can get students to do, to become more enterprising***  
Following on from Phil's keynote, the workshop will look particularly at what exactly we can get our learners to do, to develop their skills relating to enterprise. We will look at the relationship

## Abstracts

between learner activities, intended learning outcomes, evidence of achievement, and assessment of enterprise learning, towards ensuring that all of these are constructively aligned in enterprise education.

**Dr Renaud Redien-Collot**

***The quality assurance issue in French business schools: do management vs. entrepreneurship curricula share the same indicators and objectives?***

Quality assurance in management education may challenge the different innovations that have occurred in the realm of entrepreneurship education since 20 years. It may also reveal how the educational entrepreneurial paradigm has to address the political communities in stressing how entrepreneurial programmes create at the same time enterprises, entrepreneurs and entrepreneurial culture.

**Muhammad Azam Roomi**

***Teaching entrepreneurial leadership: clarifying the concept for the classroom***

The paper seeks to strengthen the connection between research and teaching in two fields that are well-established in themselves, but not often studied together: entrepreneurship and leadership. We refer to the fusion of these concepts as 'entrepreneurial leadership'. After surveying the disparate literature covering both fields together, we present results of a survey of current teaching practices in the UK universities for both topics, and make recommendations for essential design elements in entrepreneurial leadership teaching materials.

**Richard Sant**

***'Teenpreneur': the story of partnering with an enterprise education project in the Philippines***

This workshop tells the story of a social entrepreneurial project in Manila and how partnering with it brought a wealth of opportunities for raising awareness of

entrepreneurship at the university. At the same time it gave students the opportunity to change lives for the better in the developing world.

**Dr Clare Schofield, Claire Hookham Williams**

***Wash the dishes, Cinderella...fix my clothes, Cinderella! The push-me, pull-me dichotomy of championing enterprise education***

Enterprise education is becoming an integral part of the under and postgraduate curriculum within UK Higher Education Institutions. However, it recognised in the literature that a range of barriers exist to achieve this aim. This paper explores some of the barriers and opportunities to embed enterprise education.

**Jenny Shi, Peter Sewell**

***Best practices and strategies for entrepreneurship education in the UK and China***

An opportunity to explore best practice in entrepreneurship education based on the findings of a collaborative project between two Universities in the UK and China. There will also be the prospect of discussing future challenges in entrepreneurship education in a global context.

**Dr Kelly Smith**

***Using 'everyday' technology for learning and teaching***

This workshop will challenge you to design learning opportunities using 'everyday technologies' – digital cameras, mobile phones, webcams, or video cameras. How can you use them as a teacher and what tasks can you set your students? You'll be asked to consider logistics, learning outcomes, and benefits for you and your students.

**Social Enterprise Forum**

**Caroline Perry, UnLtd., Tracy Muirhead, School for Social Entrepreneurs, Corinna Frost, Anglia Ruskin University**

***Social entrepreneurs in education***

The session will provide information on social enterprise, including outlining what social

enterprise is and discussing the work of the School for Social Entrepreneurs and UnLtd, the foundation for social entrepreneurs. It will also examine the role that staff and students from HEIs can play as social entrepreneurs.

**Marju Unt**

***Crossover from academic knowledge to business people's decision-making***

How is it possible to bridge the gap between two totally different cultures: academic and entrepreneurial teaching? The workshop will focus upon the optimal set of relevant models, the optimal weight of entrepreneur's 'light travelling bag', and how academic knowledge can be transmitted to entrepreneurs' valuable intuitive natural thinking.

**Fiona Whitehurst**

***Addressing students' perceived barriers to new venture creation through curriculum activities***

This session will briefly discuss an evaluation (which used the Enterprise Educators UK/ Cambridge MIT survey tool) of students' self-perceived weaknesses in the skills required to set up a new venture. Attendees will work in groups using an interactive mind mapping tool (Ketso) to identify curriculum interventions to address these perceived barriers.

**Mike Wilman, Lesley Strachan**

***Learning styles and preferences of entrepreneurs in business education and training***

This interactive workshop will review research by the presenters into the ways in which entrepreneurs engage in learning together with the associated problems of motivation. Group discussions will reflect on the significance of varying learning styles and whether different learning styles enhance the adult learner's ability to acquire new skills.

**Katie Wray, Dr Carys Watts**

***Tools and techniques for engaging students and researchers***

This session will demonstrate and discuss a number of the various enterprise tools and techniques that are available and how they have been adopted within the curriculum.

# IEEC

International  
Entrepreneurship  
Educators  
Conference

We are pleased to acknowledge the support of our sponsors

PREMIER SPONSOR

**informatics**  
ventures

GOLD SPONSOR

scottish institute for  
**enterprise** <sup>sie</sup>

SILVER SPONSORS



Supported by



**ENTERPRISE EDUCATORS UK**

Rutland Hall  
Loughborough University  
Loughborough  
Leics LE11 3TU

Tel: 0114 233 3854  
Email: [info@enterprise.ac.uk](mailto:info@enterprise.ac.uk)  
Web: [www.enterprise.ac.uk](http://www.enterprise.ac.uk)



**NCGE**  
**NATIONAL COUNCIL FOR GRADUATE ENTREPRENEURSHIP**

3 Priestley Wharf  
Holt Street  
Birmingham  
West Midlands B7 4BN

Tel: 0120 380 3545  
Email: [Alison.Price@ncge.org.uk](mailto:Alison.Price@ncge.org.uk)  
Web: [www.ncge.com](http://www.ncge.com)

