

Best practice in interdisciplinary entrepreneurship education

Cross-campus enterprise education at Coventry (UK)
Overview, advantages, challenges and future development

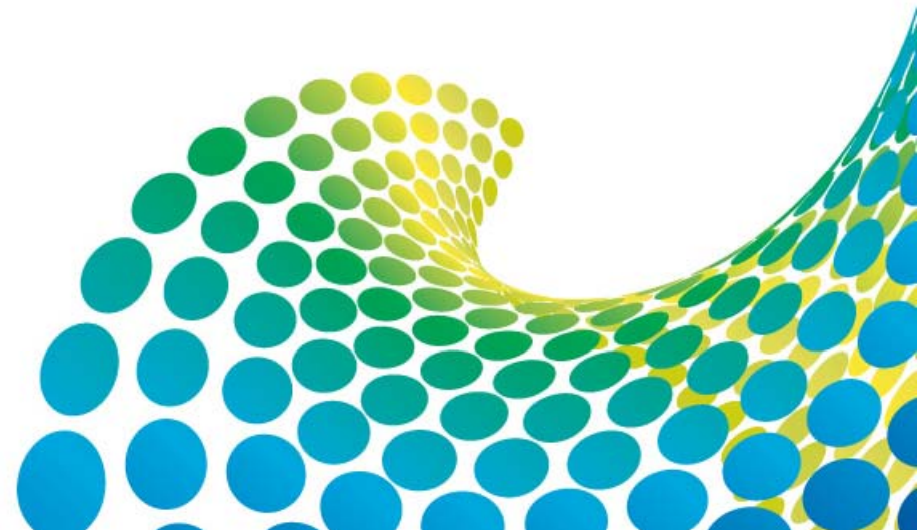
Cardiff University, Wales
1st to 3rd September 2010

Dr. Gideon Maas, Coventry University, UK



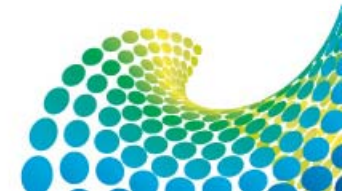
Institute *of* Applied
Entrepreneurship

www.coventry.ac.uk/entrepreneurship



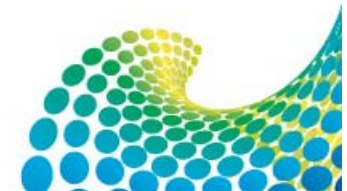
My background

- Educated at Stellenbosch University, South Africa
- Academic and business experience in entrepreneurship and family businesses
- Joined Coventry University during 2007
- Currently the Director of the Institute of Applied Entrepreneurship



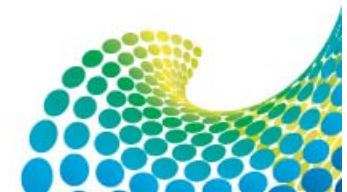
Coventry University

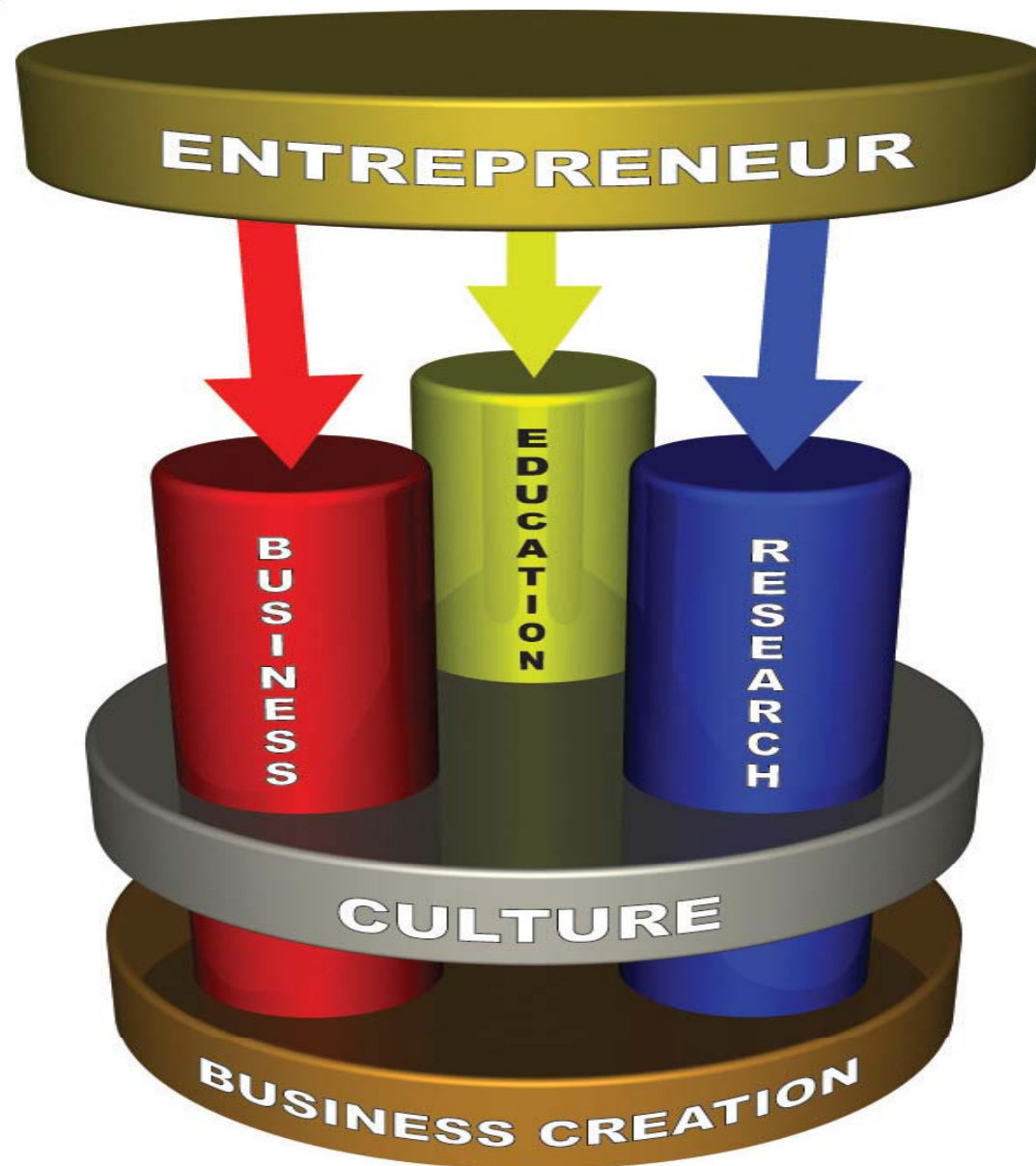
- CU aspire to be a dynamic, global, enterprising university
- Coventry College of Design (1843);
- During 1970 Coventry College of Art amalgamated with Lanchester College of Technology and Rugby College of Engineering Technology - Lanchester Polytechnic
- In 1987 the name changed to Coventry Polytechnic
- In 1992 the name changed to Coventry University



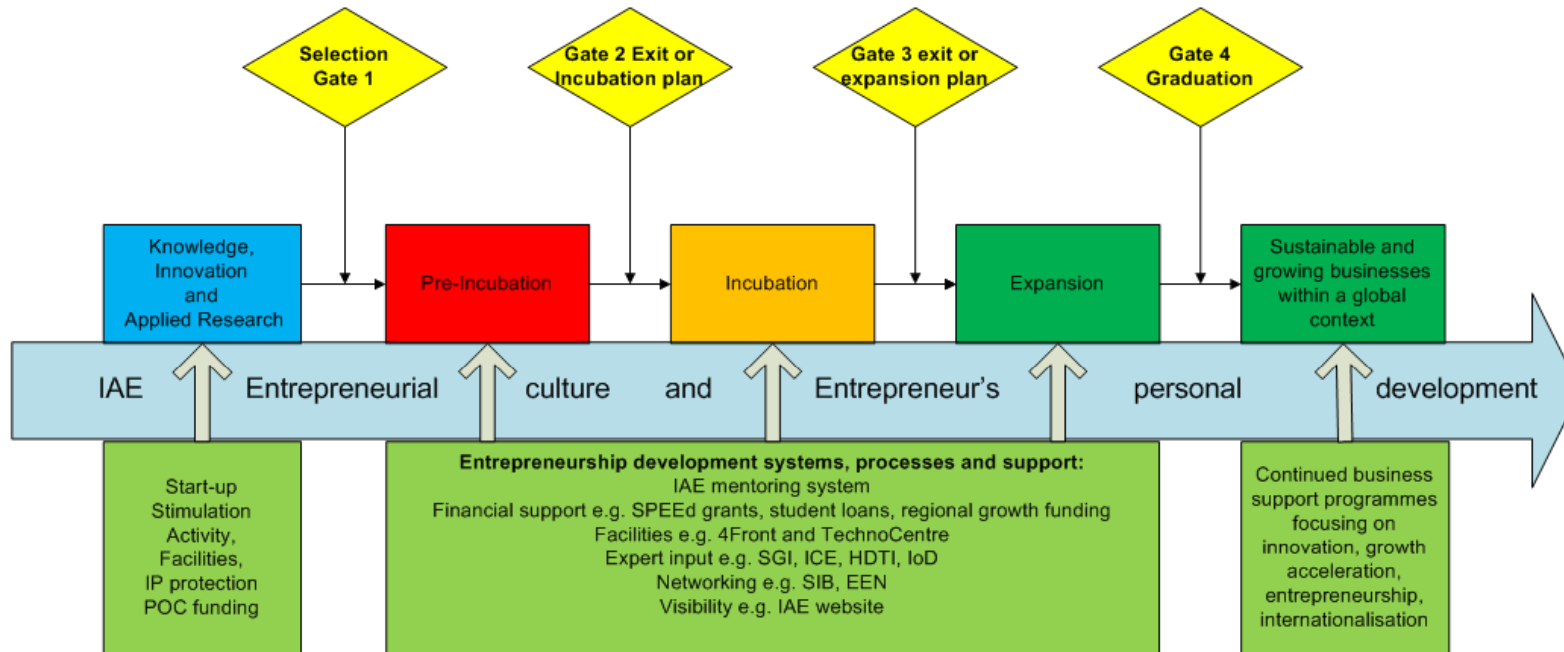
IAE vision:

The vision of IAE is to become an internationally recognised Institute of excellence promoting an entrepreneurial life style and mindset within the university community and its stakeholders





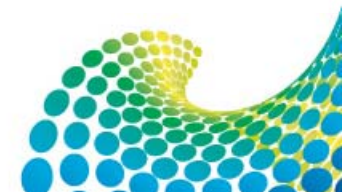
IAE Business Incubation Process



Entrepreneurship Education:

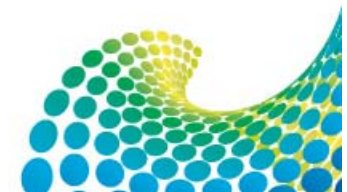
Programmes and curriculum development:

- Certificate of Professional Development
- PG certificates
- Add+vantage scheme – free choice modules
- BA/BSc Enterprise and Entrepreneurship
- MA Global Entrepreneurship
- MA Enterprise and Entrepreneurship Education
- PhD (in process)



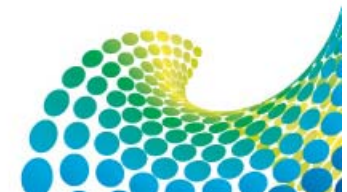
Entrepreneurship Support:

- **Objectives:** to provide a one-stop support service
- **Range of services:** idea generation; proof of principle; prototyping; growth
- **Specific services:** hot-desking; mentoring; advice; office space; networking



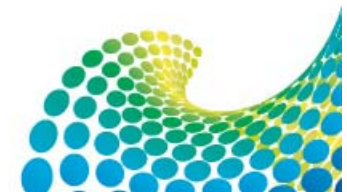
Mentoring and Financing

- **Mentoring: commitment; feasibility; commercialisation**
- **Financing: grants: Student Entrepreneurship Fund; other**



Entrepreneurship culture

- SIB
- Start-up cafe
- Entre coaching
- Schools
- Workshops/events
- Students business hives



Highlights

- Midlands Business award for Entrepreneurial University 2009
- Winner of the European Business Innovation Network (EBN) Euro Leaders award in 2008
- Highly Commended by Times Higher Education as Entrepreneurial University 2008
- UKBI Business Incubator of the Year
- Lead Partner in the Innovation - University Enterprise Network

