

Size doesn't matter: enterprise education at the shallow end

Track: Entrepreneurial Institutions – policy and strategy

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About us



Enterprise Education across the University devolved to the School of Management, Enterprise and Leadership

Dr David Cooper

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Senior Lecturer in Enterprise

- 2 campuses
- 12 academic departments
- <5000 students



Policy



- To foster and embed an employer engagement and enterprise culture across the University where undertaking employer engagement and enterprise activities is an aspiration for all staff and a reality for a significant number.
- To make a significant contribution to the sustainable economic, cultural, social and educational regeneration of the communities that the University of Chichester serves, particularly in coastal and rural West Sussex.

Our message: Your community, your University

Internal

Offer access to enterprise and employability modules to 80% of students during their degree programme

- Five areas
 - Learning and teaching provision
 - Linking Careers and Academic delivery
 - Extra-curricular activities
 - Business incubation services
 - Measuring outcomes

External

To put the University of Chichester at the centre of enterprise activity in the region

- Partnering with external bodies
 - County Councils
 - District Councils
 - Regional Partnerships
 - Local Enterprise Partnerships
- Regional Growth Funds

External activities



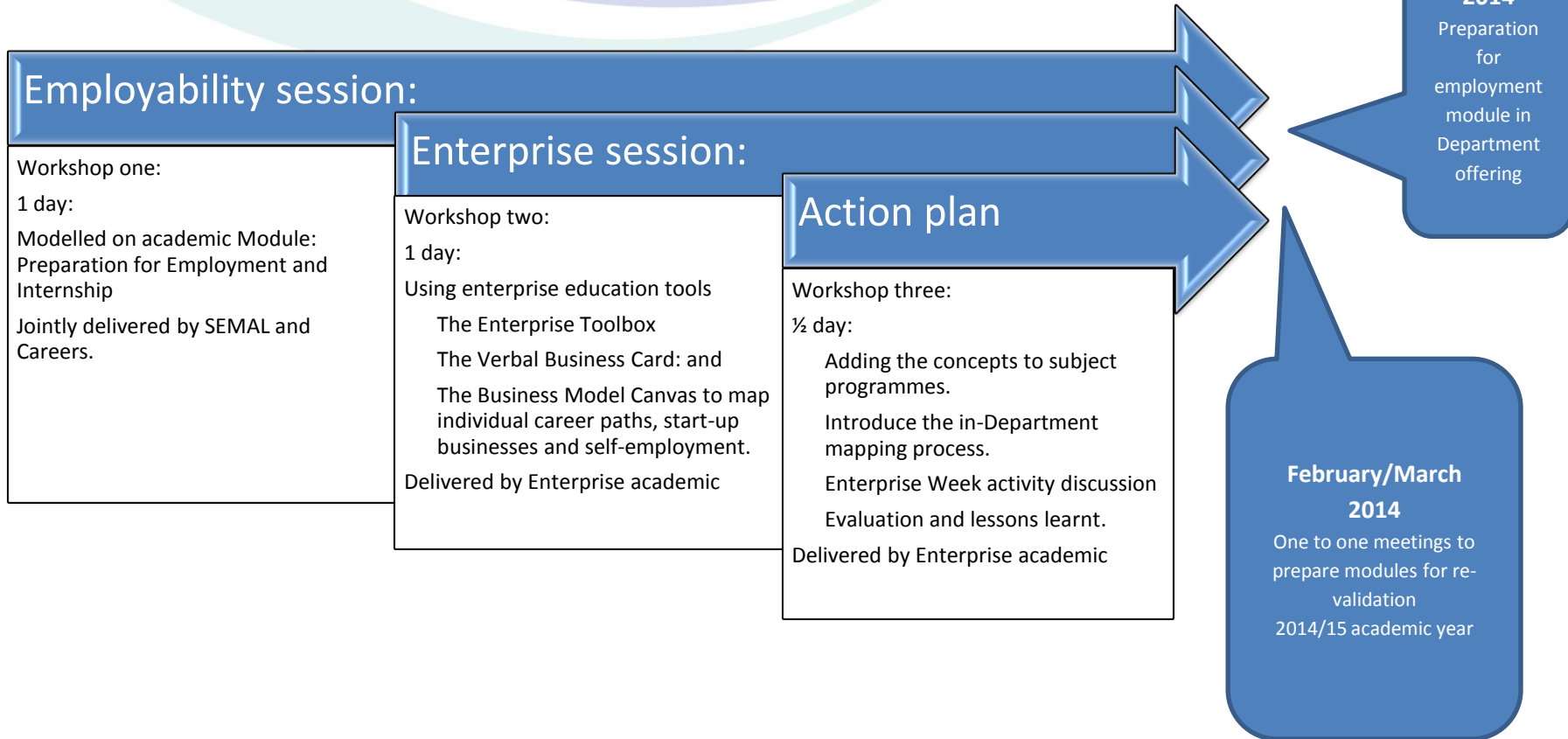
- Business, management and leadership provision to support businesses and develop their expertise through the extension of bespoke work-based courses, research and consultancy and Continuous Professional Development (CPD), e.g. Be the Business
- New business generation, through encouragement of enterprise, nurturing of new start-ups, through a phased, progressive multi-location business-incubator system. These new businesses will be largely generated by university-led activity.
- Development of Knowledge Transfer Partnerships (KTPs) with local businesses and university-wide enterprise education to support faculties in the generation and development of new business ideas.
- Engagement and work with Local Enterprise Partnership (LEP)
 - Some link directly to University Strategy, e.g.
 - Coast to Capital project on differential enterprise performance in the region,;
 - Documenting enterprise education provision in Schools, FE, and HE in the Coast to Capital LEP and adjoining areas.
 - Coast to Capital Handbook for Enterprise Education: tools, activities and resources for educators

Internal activities

- 80:20

- Began three years ago – mapping enterprise provision in academic programmes
- Offered “boot-camp” style business/career planning module at Level Five available to any student (including Audit-only) (n= 14, “do the math”, $5000 \times .80 = 4000$; $14 < 4000!$)
- Forced a re-think of “embedding enterprise and employability”; Plan B is adding non-discipline specific skills and practices to each programme

Creation of the Enterprise Cadre



The one thing...

- the biggest obstacle for students thinking about self-employment, a portfolio career, starting a business and becoming an entrepreneur is articulating it.
- i.e. being able introduce themselves (i.e. to customers, funders, potential employers, etc..)

The Verbal Business Card

It's about

- Visibility
- Being remembered
 - But for the right things
- Making useful contacts
- Making something happen

This is the audience participation moment.

Summing up

- Senior management buy-in is essential
- Linking curriculum and careers makes sense
- Successful entrepreneurial universities deliver positive outcomes for students in terms of both employability outcome and start-up success
- Leveraging external activities creates opportunities to influence regional economies

Size doesn't matter

(it's the way you use it)