

Digital Stories: Enterprise

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The project

The project was to pay students to create a set of videos capturing stories of entrepreneurial students, through our award winning, Student Academic Partnership Scheme (Centre for Enhancement of Learning and Teaching).

Our approach

- The student voice
- Complexity of enterprise to be captured
- Diverse stories

The process

- Recruiting students
- Working with TV colleague
- Managing time, money, expectations, outputs

Stories

- *Sophie's story*
- *Unipopshop*

Challenges

- Management
- Expertise
- Expectations
- How we would do it next time



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Storytelling – Our Analysis

- Different forms of storytelling?
- What gets missed out of ‘normal’ enterprise material?
- How can you see this being used in the context of your enterprise curriculum?

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