

# An Experiential, Team-Based Approach to Entrepreneurship Education

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# Mission

To develop individuals to achieve their leadership and management potential and to make a difference to organisations

## Team Academy Philosophy

Leadership and management competence can only be developed actively by 'doing'



- Established Jyvaskyla, Finland 1993
- *Recent growth*
  - *Spain*
  - *Hungary*
  - *Netherlands*
  - *France*
  - *UK*
  - *Tanzania*
  - *China*
  - *Peru*

# Team Academy Approach to Learning

- *No students -*
- *No classrooms -*
- *No teaching -*
- *No teachers -*
- *No simulations -*
- *No control -*

# Team Academy Approach to Learning

- *No students - but teampreneurs*
- *No classrooms - but an open plan office*
- *No teaching - but learning*
- *No teachers - but coaches*
- *No simulations - but real business*
- *No control - but self-organizing*

# BA (Hons) Entrepreneurial Business Management

- Launched 2013
- 3 years
- 6 teams
- 70 teampreneurs

# Who is it for?

- Those who :
  - would like to run their own business
  - or,
  - wish to stand out from the crowd when applying for employment
  - and
  - want the flexibility and freedom to influence what and how they learn
  - enjoy learning with others

# Learning Environment

- Participants work **in teams** to set up a business and learn together through:
  - identifying business opportunities
  - developing plans to exploit these
  - managing the resulting business activities
- Knowledge/skills developed on the programme are applied in practice as a means of enhancing learning
- A flexible approach to ensure learning best meet the needs of each team/participant



# Business Premises



# Team Building



# International Travel

*Apply for travel funding for your team!  
Application deadline 31.1.2015*



- In the application you should tell us:*
- *What are the learning goals of the trip*
  - *What are the business goals of the trip*
  - *Which place would be the best place to achieve these goals*
    - *How long would you travel*
    - *How much would that cost*
  - *What are the safety risks with the plan (How do you plan to address these risks)*

*Coaches might ask for more details if the application doesn't fulfil the requirements. Funding will be for travelling and accommodation, but we go through every application individually and make the final decision together with the other team coaches.*

*Hint 1: You might have a lot better opportunity to get the fund if you use one of the Team Activities on your trip!*

*Hint 2: You need to be accompanied to be able to get the money and to arrange appropriate travel insurance to your team.*

**If you think  
adventure is  
dangerous, try  
routine, it is  
lethal.**

*— Paulo Coelho*



Barcelona



Budapest



Amsterdam



Jyväskylä



The Young  
Entrepreneurs  
*Unconvention*,  
Sydney



# Community Events



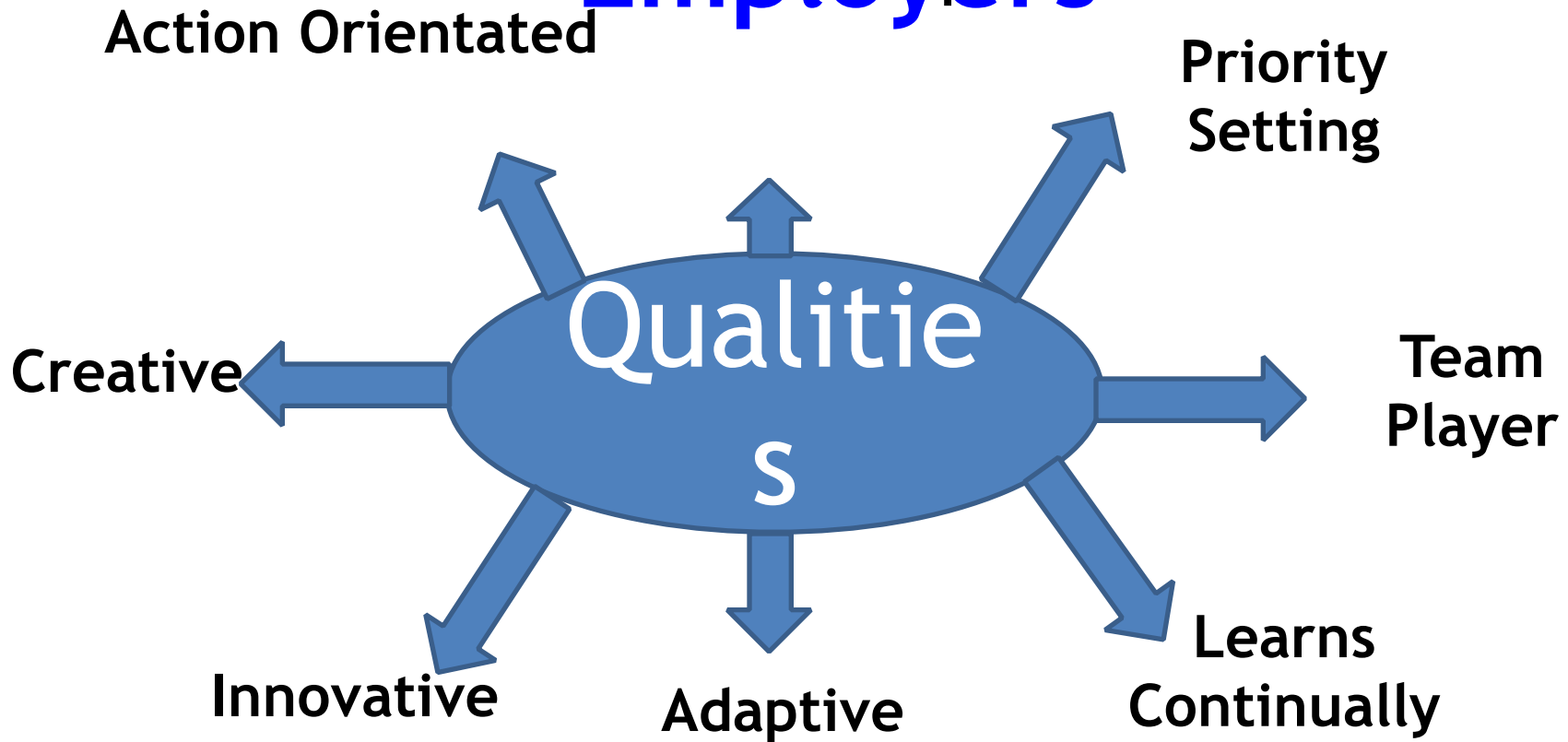
28-11-16 GENERATOR SESSION

	Self-assessment	Peer-assessment			Coaches' assessment
		<sup>1</sup>	<sup>2</sup>	<sup>3</sup>	<sup>4</sup>
1. Concept Enterprise	1½	2½	3½	2	1
2. Infinity Group	4	2	2	2½	3½
3. Primal Enterprise	3	4	3	4	3
4. NU Directive	3	3½	4	4	4

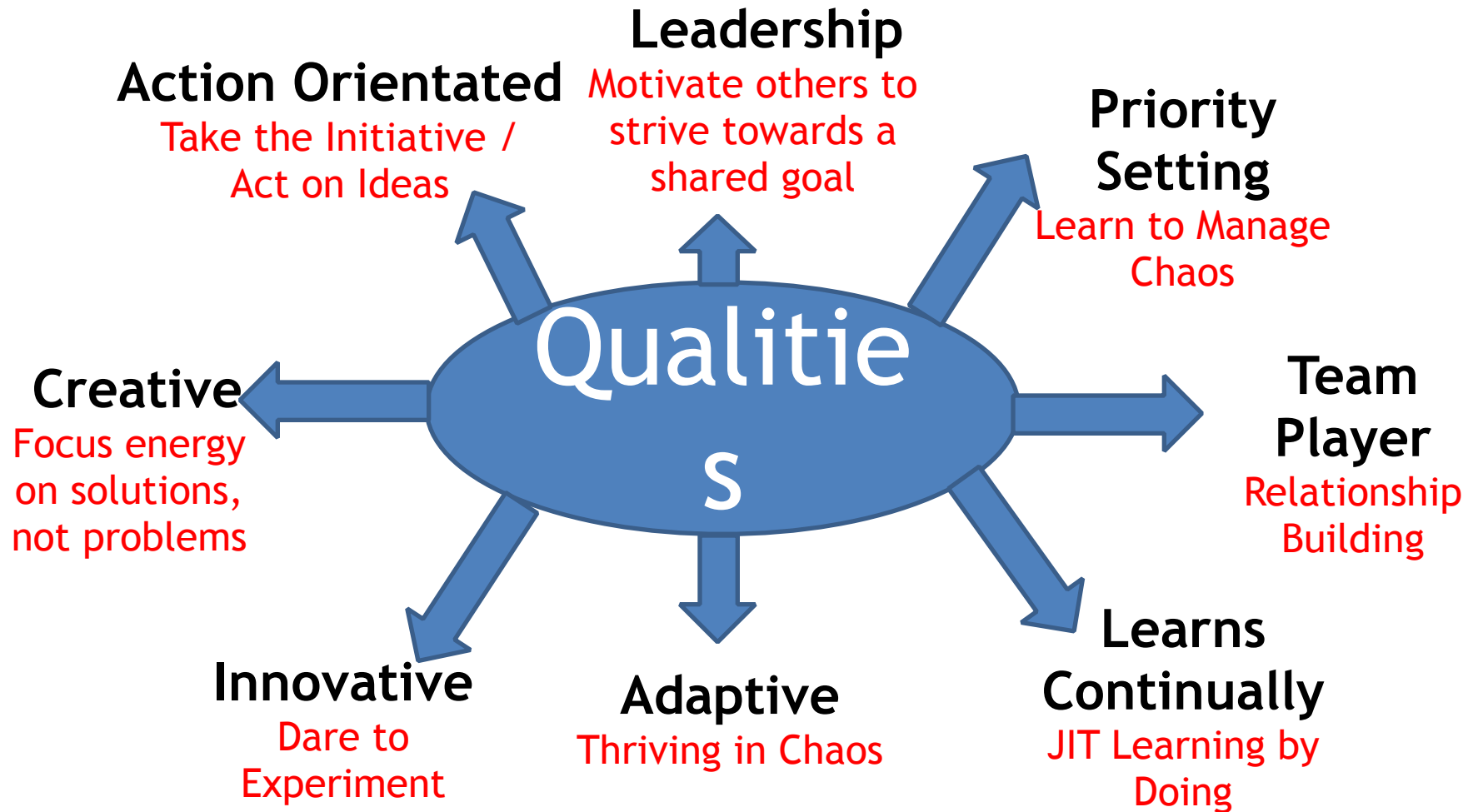
# Support for the Programme



# Qualities Valued by Employers



# Team Academy Approach to Learning



# Programme Management Challenges



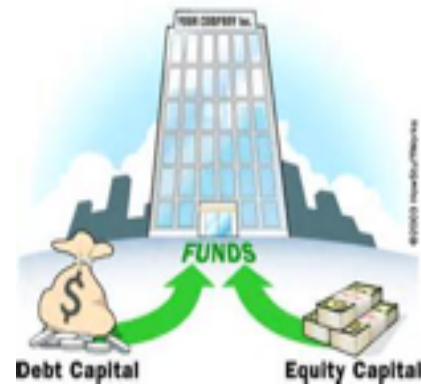
V's





# Programme Management Challenges

Relationships: *University & Team Companies*



# Teampreneur Challenges



# Teampreneur Challenges



# Questions

