

# IEEC 2016 - Notes from Day 3 Parallel Session Stream 4E 10:10

## *Enterprise & Entrepreneurship a Modern Tower of Babel?* Mary Bradley & Prof David Gibson OBE

Three Key Issues were discussed during this session and feedback is as follows:

### 1. Lexicon - (Vocabulary of the Discipline)

#### Problems

- QAA lacks specifics
- Don't see purpose or point of adopting/adapting enterprise education
- Students don't engage in traditional way

#### Solutions

- Need equivalent to National Curriculum to enable us to link to the purpose of enterprise education, the broad learning outcomes so that educators can interpret and adapt
- Need to capture audience in schools
- Go into societies for conversations to find out their language
- Use case studies

### 2. Student Engagement

#### Problems

- Universities are large, which makes it difficult to know who to talk to. It takes time to co-ordinate with everyone involved
- Structures constantly changing
- Problems are a function of a relatively new discipline
- We never ask students what are we selling with enterprise & entrepreneurship and how they think it will help their commercial futures

#### Solutions

- Have discussions with non-believers at future IEE conferences - give free place as carrot
- Get professional body buy-in
- Don't pretend it has to be a single discipline
- We need to harness dissatisfied 'customer' (student voice) and pass it onto policy makers - but how?
- Use peer pressure to motivate

### 3. Metrics

## Problems

- How can we get out of just measuring startups?
- How to convince policy makers that the skills the students gain are very valuable?
- How do we approach extra v intra-curriculum?

## Solutions

- Influence DELI/HEBCUS??????/League tables
- Pedagogical survey method using different metrics, ie a point system awarded for specific techniques, so more enterprising techniques earn more points. Results shown as a pie chart. (Note from presenter bespoke software is available for this)
- Narrative case studies
- Publishing can provide measurable data
- Narrative can add depth to metrics - UnLtd are particularly good at this
- Research how other sectors, eg NHS measure the value of 'soft skills' and adopt/adapt
- Link up more with EE(UK)
- Some donors only want case studies of the journey as evidence - if it is good enough for them, then we should lobby the Government to accept them too