

IEEC2018

5th to 7th September
Leeds

Enterprise and Entrepreneurship
Education on a Global Stage

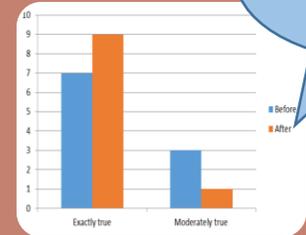


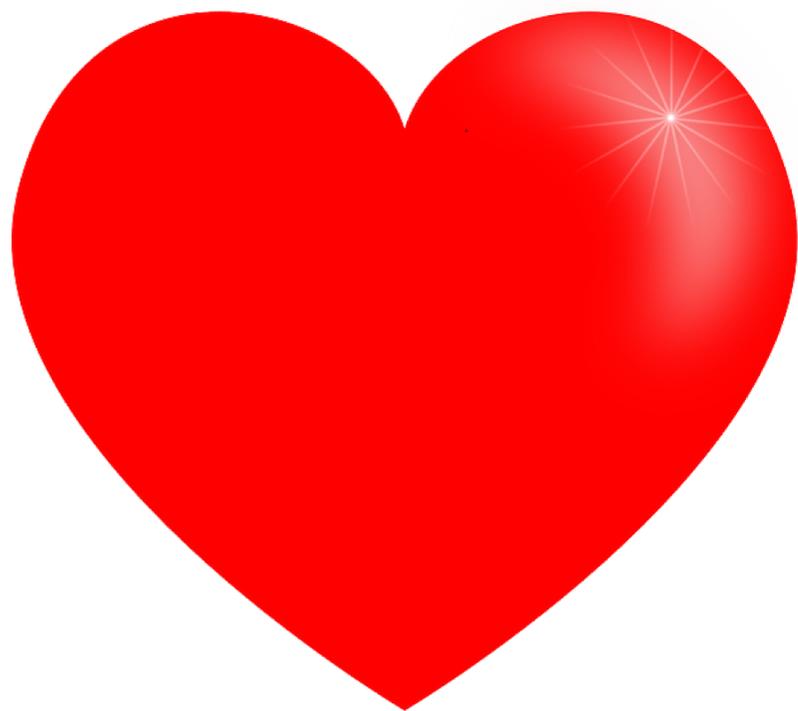
Partnering for enterprise and entrepreneurship

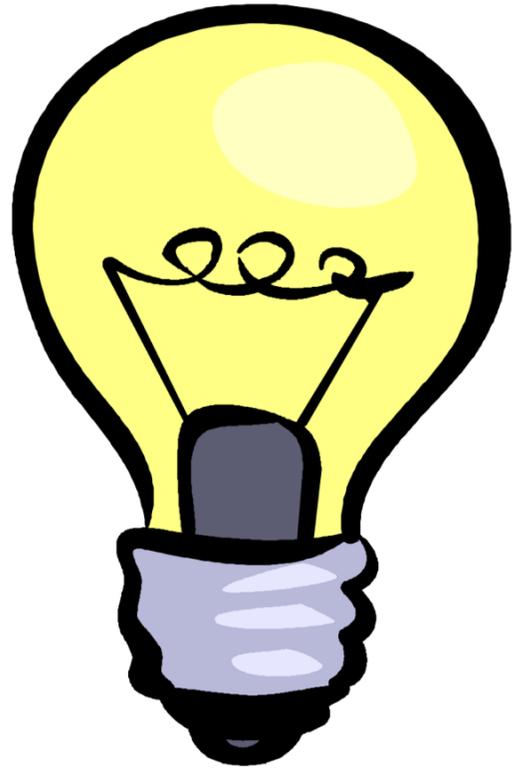
Live client projects and entrepreneurial learning: evidence of impact

Nicolette Michels: nmichels@brookes.ac.uk

Diana Limburg: dlimburg@brookes.ac.uk









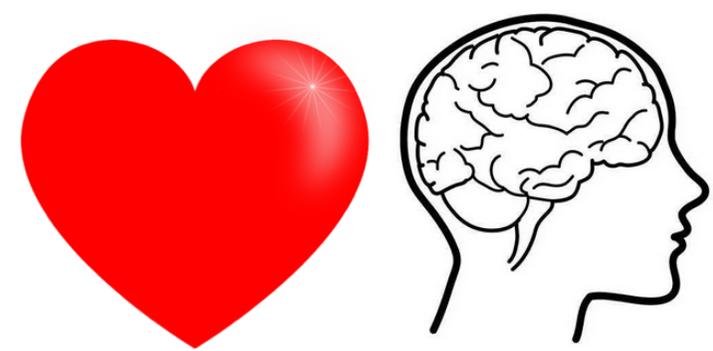
UN - your authority in the world!
Global governance institutions - what work state?
Global democratic deficit?
Continuation by other actors
Seeking to challenge/influence/reform?
Agenda for agenda



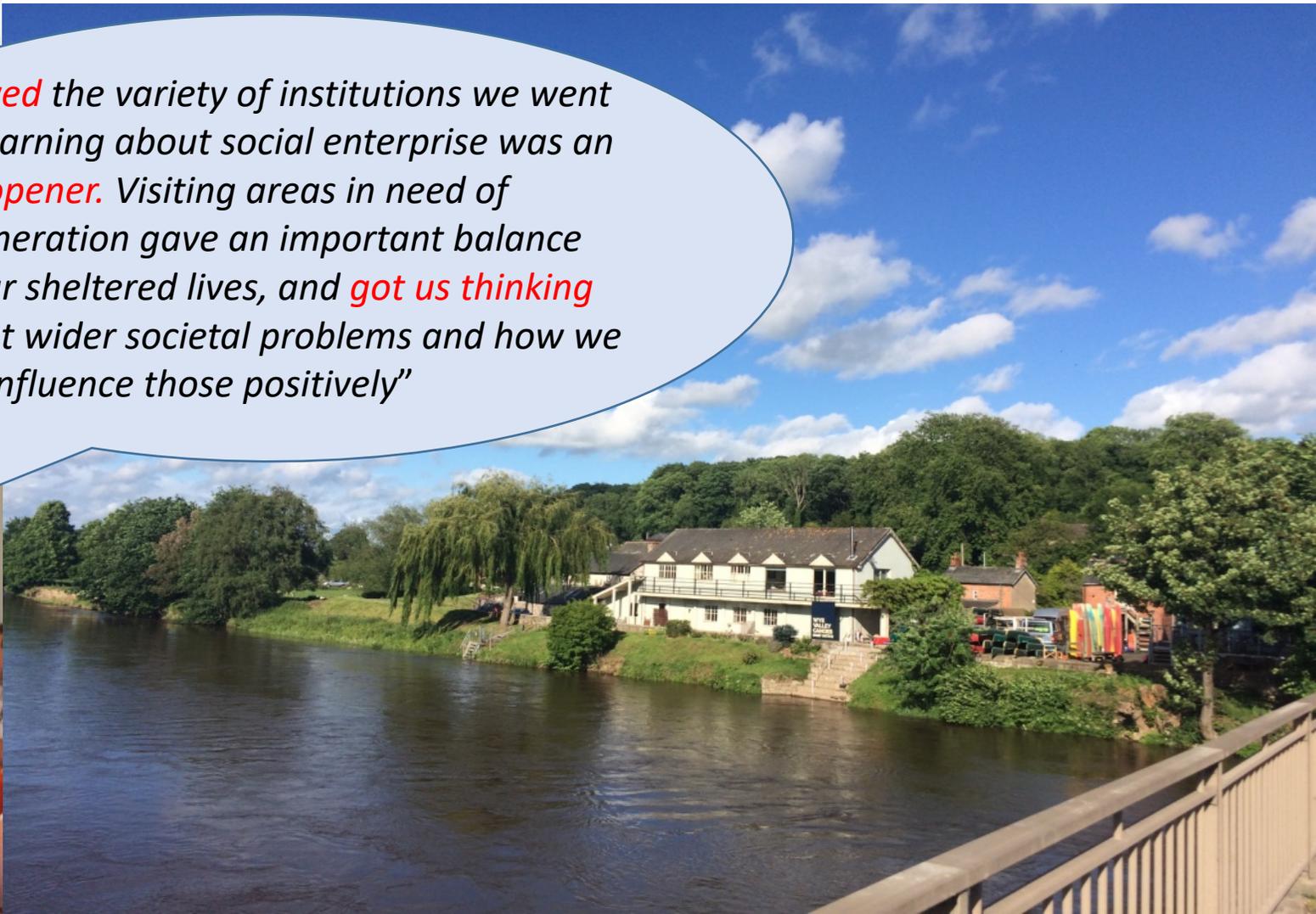


THE OXFORD BROOKES
GLOBAL
MBA

> CONNECT
> COLLABORATE
> CREATE



*"I **loved** the variety of institutions we went to, learning about social enterprise was an **eye opener**. Visiting areas in need of regeneration gave an important balance to our sheltered lives, and **got us thinking** about wider societal problems and how we can influence those positively"*



GENIUS

Deceptively simple ways to
become instantly smarter

Screen shot online hello discussion

James Bannerman

Introduction

Export whole discussion to portfolio

Display replies in nested form

EED online hello c

Move this discussion to ...

Move

Pin



EED online hello question 2

by Nicolette Michals - Tuesday, 2 May 2017, 14:30

What entrepreneurial activity do you currently associate with post- industrial societies?

[Permalink](#) | [Edit](#) | [Delete](#) | [Reply](#) | [Export to portfolio](#)



Re: EED online hello question 2

by Justin Williams - Friday, 5 May 2017, 13:55

Hi All,

from a conceptual perspective, entrepreneurial activity in a post industry society (i.e., a society where the service sector generates more revenue than the manufacturing sector), is likely to be in the creation of service businesses.

In rationalising this, the entrepreneurial activity is likely to be in creating services to meet the needs that we did not know that we had, or in meeting those needs in a more efficient manner.

Therefore, at least in my opinion, the entrepreneurial activity is in looking for business opportunities to meet new or existing needs. The activity is stimulated by overcoming an existing need - it is about being

I know of one entrepreneur (admittedly now a serial entrepreneur) who is settling on a new gas fire as the right business opportunity in the manufacturing rather than a service sector.

Interested in other thoughts...

Cheers

Justin

[Permalink](#)



Re: EED online hello question 2

by Nicolette Michals - Friday, 5 May 2017, 17:33

Thanks Justin for kicking this discussion thread off.

When you say you expect entrepreneurial activity in post industrial societies to be in the service sector can you (or maybe someone else in the group if they agree) give us some examples of what this might be?

Thanks also for sharing your view that this is linked to 'need'... anyone like to expand on this?

Nicolette

[Permalink](#) | [Show parent](#) | [Edit](#) | [Split](#) | [Delete](#) | [Reply](#) | [Export to portfolio](#)



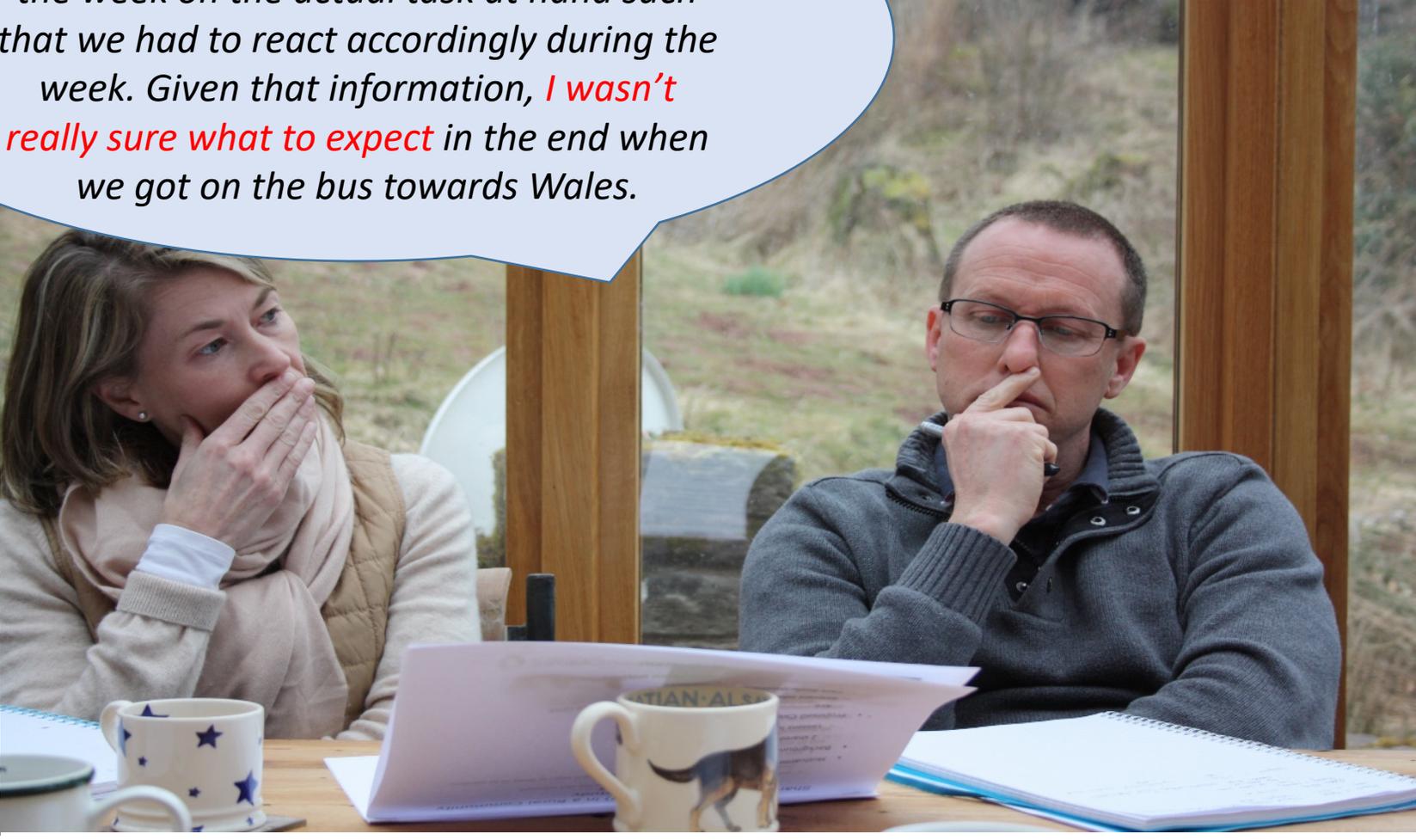
*"I'm also amazed how the lessons we received from James Bannerman on Day 1 actually proved to **work in practice**".*

.....

*"On a personal level I've **discovered** on this module that I have a need to be creative"*



*Obviously a part of the experience was for us all to have very little information prior to the week on the actual task at hand such that we had to react accordingly during the week. Given that information, **I wasn't really sure what to expect** in the end when we got on the bus towards Wales.*





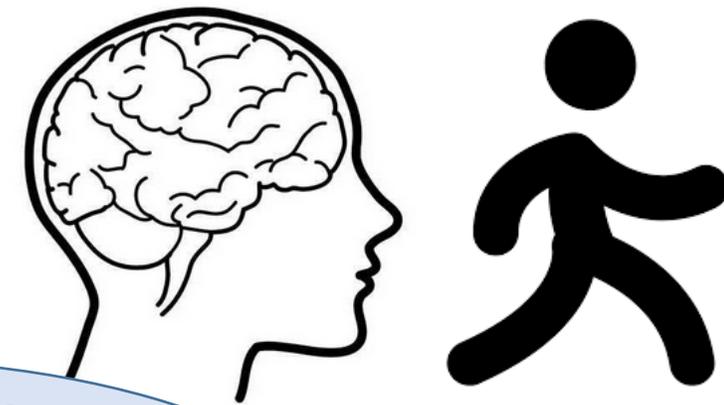
*“Like a number of the on campus modules the task set for the group presentation really does give a focus and bring people together to work on a project in a very short space of time....the difference however with this module was hearing from Chris (associate) and then further Ian and Calum (clients) was the **true feeling** that what we were embarking on was **something that really could make a difference**”.*





*“The visit with Ian and Callum on Tuesday morning I thought was fantastic – a real insight into what the situation is and what they are trying to do. The **enthusiasm, drive and passion** from Ian was fantastic to see and **infectious**”*



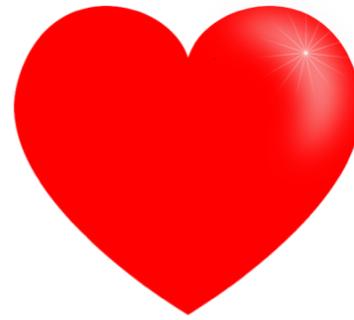


“It was the perfect mix of learning by doing, giving us *enough space to be inquisitive and creative*, and leaving enough time to thoroughly *think about and put together* our presentations”

“The feedback look blew me away. We were only *given a brief on Tuesday and by Friday* we had learnt a new creative process, been out in the environment performing an analysis and then *delivered ‘radical concepts’* (Ian’s words)”

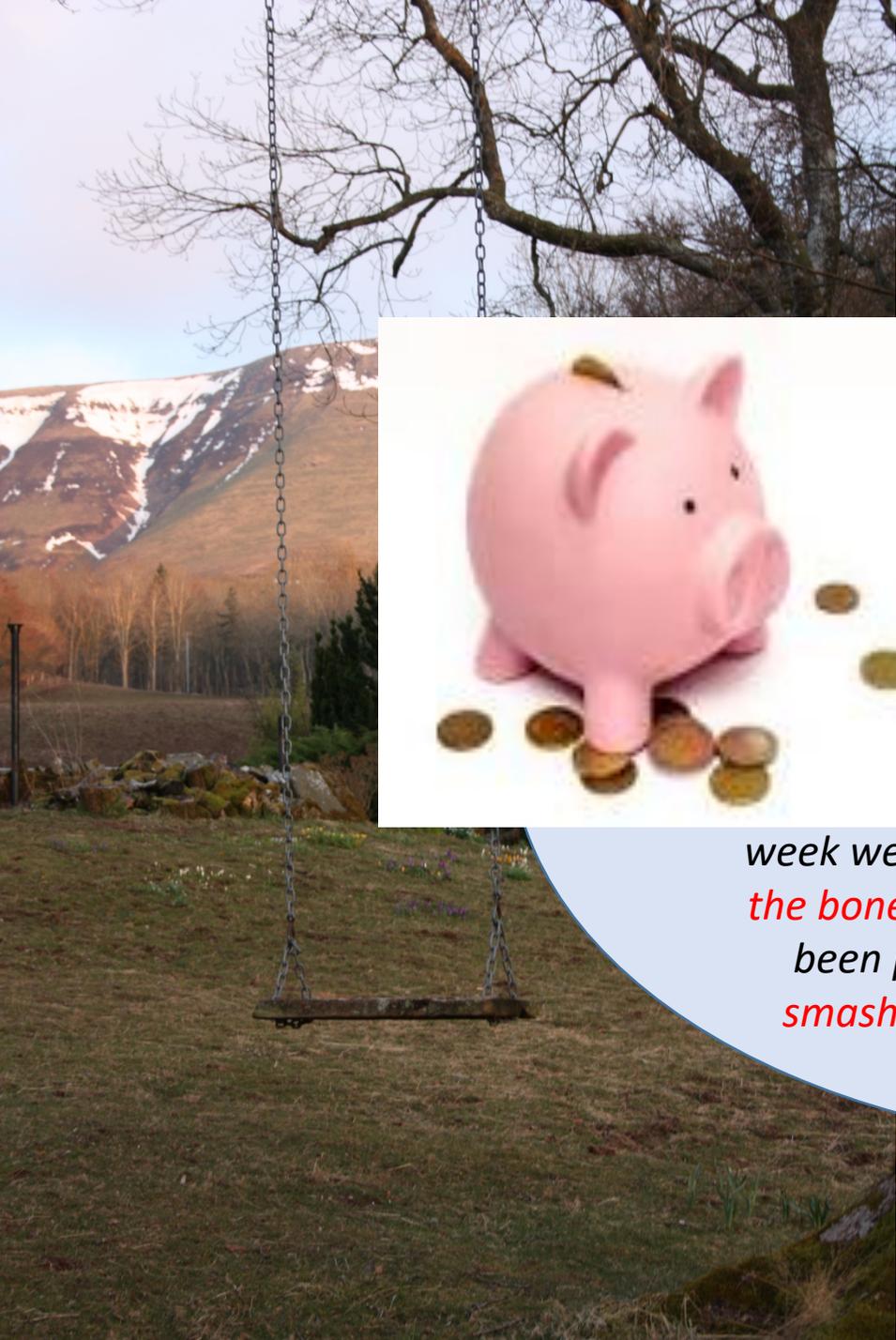


FINANCIAL VIABILITY - 92000 per year						
5 Year Cash Flow						
	0	1	2	3	4	5
Initial Investment	<0>					
Revenue	09	09	09	09	09	
Expenses	07	07	07	07	07	
Profit	02	02	02	02	02	
Total	<0>	61	61	61	61	61
Revenue 20	231	241	251	261	271	



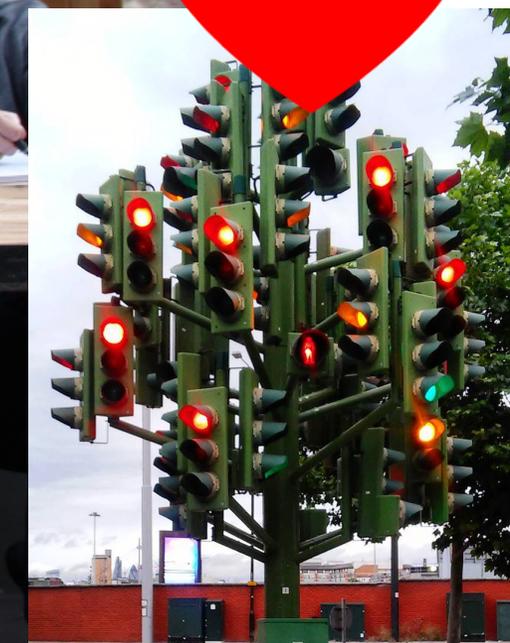
...t of view, I have to admit the first
I **was also dubious** about how this
felt it was more akin to social work
and Enterprise. But when we
really got into the assignment and
really thought through the ideas with
the help of you and Chris I felt it was just
my mind into a new entrepreneurial

gear of a) dealing with **a real life client with serious start-up
issues** and b) dealing with a social interest too. **I really feel
that SROI should be incorporated** into all business CSR
policies”



ng, we've had a recent intro
tymoedd windfarm fund; by
hope to come up with a
f projects to go back to them
appeal. We'll certainly be
coming back from your OBU
reckons all their pitches last
week were **really starting to pit some flesh on
the bones of these business ideas** which have
been percolating last year or two (and a
smashing bunch of people they are too')"





“I understood the ‘doing’ more learning side and letting us take responsibility and accountability for how the assignments went was such valuable experience”

Question	1-5	Avg Score	
NQ1: Overall, I found this module provided an excellent learning experience		4.7	9 responses
NQ2: This module challenged me to do my best		4.7	9 responses
NQ3: I found the support I received from the teaching staff on this module was appropriate for my needs		4.8	9 responses
NQ4: The assessment methods used on the module enhanced my learning		4.7	9 responses

"[You] have helped me to think more clearly about what is, and is not within my control. Whereas I'm part of a corporate team that has to adhere to a set of principles, I'm also part of a smaller business unit responsible for delivering growth. It's a bit of a stretch, although it goes against the principles of global standardization. I'm considering how these business challenges will help us be more agile. As such, I'm exploring more of ways to increase sales through innovative pop up store locations, it's an entrepreneurial mindset that these moments are within my control. **Instead of saying 'no, I can't', I'm trying to say 'how can we flex and bend a little'.**

IT Director Tiffany & Co

TIFFANY & CO.
NEW YORK, NEW YORK





EED *challenged me about the difference I want to make in the world through my career.*

As a result, I have set up my own risk consultancy, working with various organisations worldwide.

Monday I start my dream role as (interim) Head of Risk at Transport for London!

This is a huge step up for me in terms of *leadership and influence*, and I can safely say that was a *wakeup call.*

Head of Risk, Transport for London



*"The week was transformative - the chance to **shake up the conventional thinking and approach** to interaction within the trust has crystallised over the last week **and I will be tabling a new direction** and embedding a new strategy to challenge the status-quo). On reflection) that many of the processes supporting the community in a meaningful manner".*

Director Stratford Upon Avon Trust



ing has provided me with some inspiration at I work within. These thoughts have and have even delayed the release of our or what I will be tabling but I believe (esp. been active barriers to engaging and

Ca 1 Ja

Russia

United States

- A Bamboo based e...
- A start-up Day Ca...
- Your healthy ki...
- American Str...
- Let's talk C...
- A bespo...
- Fintech...
- Dev...
- St...
- An...
- Zawoja
- Residential ,
- Socially respons.
- Business start-up fo...
- Accounting/tax business .
- Team Building and Change M...
- **Let's talk Chickens and Eggs: pou...**
- A new vehicle rental business venture ...sm indu...
- Improving success in fundraising efforts fo...eir expans...
- Accountancy and Finance Consultancy in advis...terprises
- Growth and development of a school startup: A cas...nd Internation...
- New business selling financial forecasting software into...ple based, mark...
- **Setting up a new Christian Television Station: A Business Fe...lity Research.**

7

1

1

1

1

Ca 1 a

1

1

1

1



Australia



“Thank you for your energetic and upbeat approach. Without your leadership and determination, we could not have gone ahead none of us would have received the support you provided. It is because of your forms to apply the skills we’ve gained so far.”