



UNIVERSITY OF  
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# IEEC. Assessing the Impacts of Enterprise and Entrepreneurial Education

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# The Project

The aim of the project was to gather data which could be used to scope the design and development of tools to support educators in facilitating assessments of the impact of their courses on entrepreneurial skills and attitudes.

## **4 Stages:**

1. Background Research
2. Tool Review
3. Policy Review
4. Delphi Study

# Background Research

Coding	ABS Rankin	First Author	Other Authors	Date	Title	Journal Name	Type of Paper	Geographical Location	Specific Countries	Level of Study	Type of Course	Methodology	Measurement Tools Used	Impact and Direction
1 & 3	N/A	Jelena Hartsenko	Urves Venezar	Jan-17	Impact of Entrepreneurship Teaching Models on Students' Entrepreneurial Intentions: The Case of Estonia and Hungary.	Research in Economics & Business: Central & Eastern Europe	Quantitative	Europe	Estonia and Hungary	Higher Education	N/A	Survey	Entrepreneurial intentions/Teaching models	
1	N/A	Tanja Zdolšek Drakšler	Karin Širec	Dec-18	Conceptual Research Model for Studying Students' Entrepreneurial Competencies	NAŠE GOSPODARSTVO/Our Economy	Research paper	Europe	Slovenia	N/A	N/A	Theoretical Research	Theoretical research of existing models (Man, 2001; Man et al. (2002); Kyndt and Baert (2015); Moberg et al. (2014)	Unique research model Customized measuring instrument
1 & 3, 5	3	Saeid Karimi	Harm J. A. Biemans, Thomas Lans, Mohammad Chizari and Martin Mulder	Jan-16	The Impact of Entrepreneurship Education: A study of Iranian Students' Entrepreneurial Intentions and Opportunity Identification	Journal of Small Business Management	Quantitative	Asia	Iran	Higher Education	Compulsory EE Programs (EEPz)	Survey Questionnaire	Theory of planned behaviour (TPB)	Contribution to the theory of planned behaviour
1 & 3, 5	N/A	Fatema Johara	Sofri Bin Yahya, Shehnaaz Tcheen	Jul-17	Determinants of Future Entrepreneurship and Entrepreneurial Intention	Global Business and Management Research: An International Journal	Primarily Conceptual Paper	N/A	N/A	Non-University context	N/A		Theory of Planned Behaviour (TPB) extension of the theory of reasoned action (Ajzen and Fishbein, 1980).	Theory and practice
1	N/A	Gustavo Hermínio Salati	Edson Sado Luizuka and Matheus Pedro	Mar-18	Effects of Entrepreneurial Characteristics and University Environment on Entrepreneurial Intention	RAC, Rio de Janeiro	Quantitative	America	Brazil	Higher Education	N/A	Survey	Theory of planned behavior (Ajzen, 1991) and its antecedents (Ajzen & Fishbein, 1980)	
1 & 3		Brizeida Raquel Hernández-Sánchez	José Carlos Sánchez-García and Alexander Ward Mayens	Mar-19	Impact of Entrepreneurial Education Programs on Total Entrepreneurial Activity: The Case of Spain.	Administrative sciences	Quantitative	Europe	Spain	Non-University context		Survey		
1 & 3	N/A	Pang Lien Hsu	Emerson Antonio Maccari, Marcos Rogeiro Masieri, Jose Eduardo Storopoli	Jul-18	A BIBLIOMETRIC REVIEW OF INSTITUTIONAL THEORY ON HIGHER EDUCATION INSTITUTIONS	Future Studies Research Journal: Trends & Strategies	Quantitative	Global	Global	Higher Education	N/A	Quantitative	Theory of planned behaviour (TPB)	Suggestions for educational and policy action
1 & 3	N/A	Tommy Shih	Yen-Yu Huang	Jun-17	A case study on technology entrepreneurship education at a Taiwanese research university	Asia Pacific Management Review	Qualitative	Asia	Taiwan	Higher Education	Technology based	Interviews, Focus group and class		
1 & 3, 5	3	Maria Gonzalez Lopez	Maria Carmen Lopez, Lazaro Rodriguez Ariza	Sep-19	CLEARING THE HURDLES IN THE ENTREPRENEURIAL RACE: THE ROLE OF RESILIENCE IN ENTREPRENEURSHIP EDUCATION	Academy of Management Learning & Education	Quantitative	Europe	Spain	Higher Education	Business School	Survey Questionnaire	TPB - Experimental Design	New ideas for learning methods

- Systematic literature review based on Nabi et al. 2017.
- 322 Articles → **18 met our criteria.**
- Some pedagogical development, but most courses still using more traditional methods of delivery.
- Only **2** papers presented any longitudinal exploration of the data; very limited context provided.

# Tool Review

Tool	URL	Launched	Overview
Get 2 Test	<a href="http://www.get2test.net/">http://www.get2test.net/</a>	1987*	The test provides an indicative, although not definitive, measure of an individual's enterprising potential across five key entrepreneurial attributes.
EMP	<a href="https://www.emindsetprofile.com/">https://www.emindsetprofile.com/</a>	2015	The profile provides an overview of how enterprising (entrepreneurial) an individual's mindset might be. It does this by examining a range of skills and capabilities which it identifies as being part of this mindset in an effort to help the individual benchmark themselves against a pre-defined norm.
Entrepreneur Scan	<a href="https://entrepreneurscan.com/amp/">https://entrepreneurscan.com/amp/</a>	1997	The assessment is marketed as a business personality test to uncover an individual's entrepreneurial potential. It does this by examining a range of skills and capabilities which it identifies as being part of an entrepreneurial profile and then allows respondents to benchmark themselves against a pre-defined norm. The website offers the online self-assessment with an accompanying profile, e-learning resources, a 360-degree feedback tool and a coaching platform.



GROUP SIZE ?  
INDIVIDUAL TASK

LEARNING ENVIRONMENT ?  
ANY

QAA ENTERPRISE THEME(S) ?  
1 2 3 4 5 6 7 8

**Tool**

Get 2 Test #OnlineSelfAssessment EERPF #EntEdOnline  
URL: <http://www.get2test.net/>

**Launched**

1987\*

**Overview**

The test provides an indicative, although not definitive, measure of an individual's enterprising potential across five key entrepreneurial attributes.

**Themes**

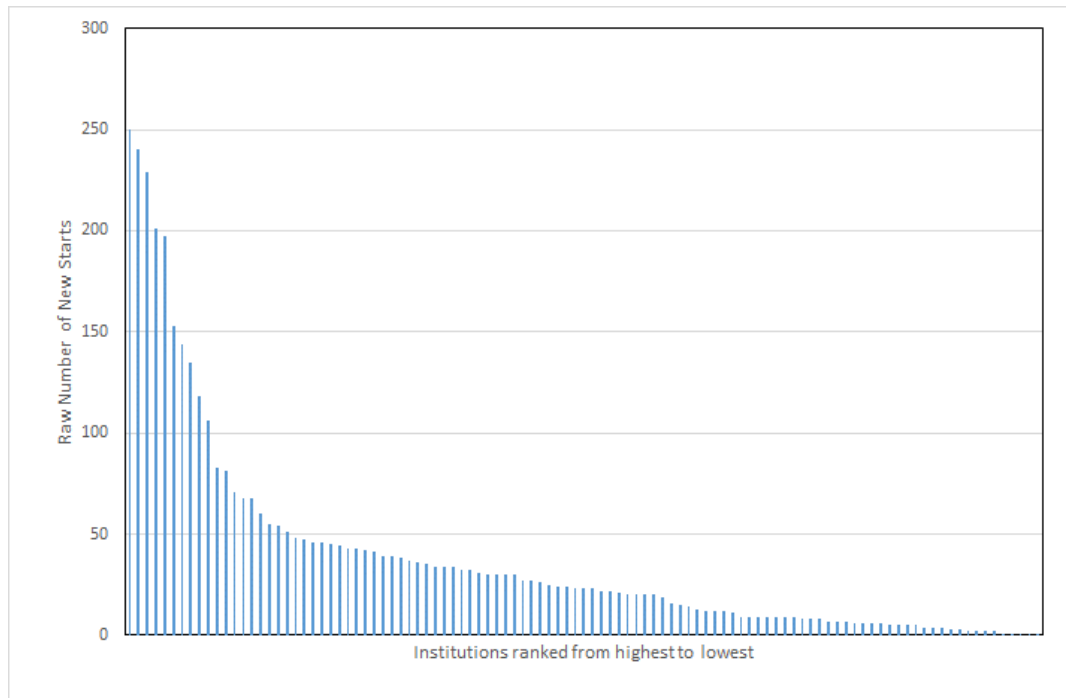
Need for achievement, need for autonomy, creative tendency, calculated risk taking and locus of control.

**Uses**

Primarily research and teaching applications although the test can be used by individuals to aid in self-reflection.

- 21 Online assessment tools from around the world.
- Diverse mixture of tools suitable for different applications. Most had some form of academic pedigree.
- Most were designed to offer 'snapshots' of an individual's personality, competence, or behaviour.

# Policy Review



- Majority of institutions included EntEd-related activity in their TEF submissions.
- HE-BCI survey results showed around 4,000 business starts each year, with 38.3 new-starts per institution in 2017/2018. Active companies had an average of 1.9 FTE employees and estimated turnover of £53,506.
- 3 of the 10 highest ranking institutions for new-start businesses in 2017/2018 were specialist art, music, dance, or drama institutions.
- This increased to 6 of the top 10 when a proxy for the proposed new Knowledge Excellence Framework (KEF) metric for student entrepreneurship was applied.

# Delphi Study

- Short-fat Delphi study which ran from mid-July to the end of August.
- 3 areas – impact, measurement and tools.
- 10 questions.
- Only 8 respondents...

Impacts	Measurement	Tools
<p>Lots of discussion around measures, a general consensus that skills, attitudes and behaviours should be explored alongside venture creation.</p>	<p>Lots of debate around whether impact should be measured vs. a greater focus on other holistic approaches.</p> <p>That said, general consensus that there were reasons to measure it but, that it needed to be explored over longer time-horizons</p>	<p>The use of existing tools was limited to a small group of more well known solutions.</p> <p>Tools needed to be easy to use/learn, quick to complete, customisable and produce data that was easy to interpret.</p>

# Further Work...

- Deeper analysis of tools to explore approaches and features, the goal being to assess this landscape in more detail and identify any gaps for development.
- Repeat the policy analysis using most recently available data.
- Repeat the Delphi study, perhaps in a different format, to encourage more participation and collect more data.

Thank you for listening, we look forward to your questions.

The team would like to thank EEUK for funding the project and supporting our work.