

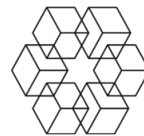
# An agile approach to curriculum design: How to engage industry in the co-design and delivery of credit bearing Entrepreneurial modules

*Helen Hook – University of Birmingham*

*Joe Trodden - [JosephTrodden.com](https://www.josephtrodden.com)*



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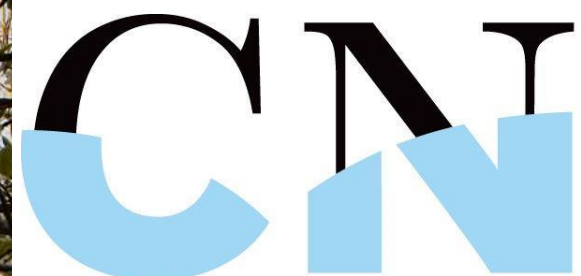
**Joseph Trodden**  
The Entrepreneur's Ally





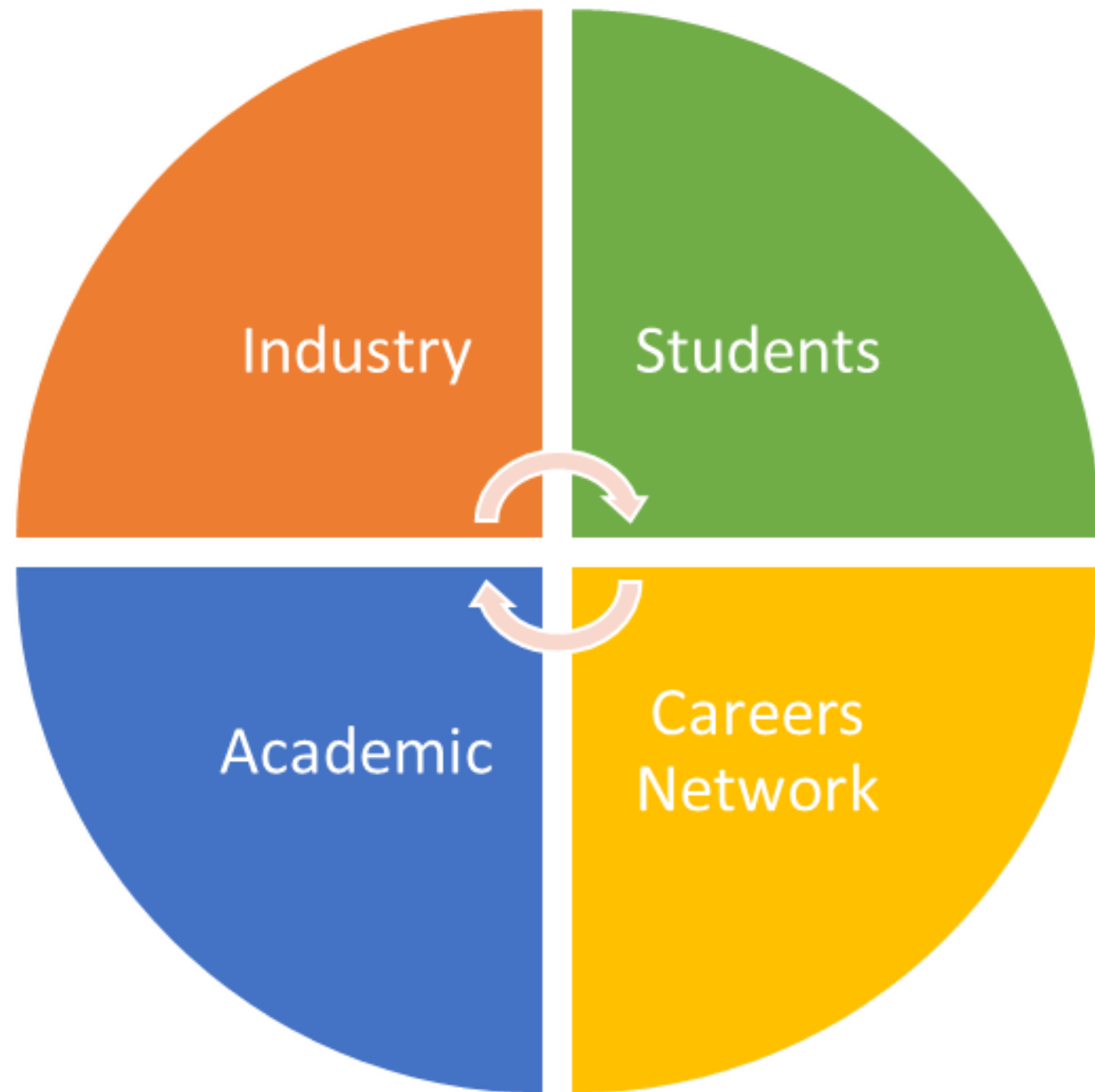


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**CAREERS  
NETWORK**





## Learning Entrepreneurial Skills – Semester One – 20 credits

*“The principal goal of education is to create people who are capable of doing new things, not simply of repeating what other generations have done – people who are creative, inventive and discoverers” - Jean Piaget*

## Entrepreneurial Start-Up – Semester Two – 20 credits

*“I’ve missed more than 9,000 shots in my career. I’ve lost almost 300 games. 26 times I’ve been trusted to take the game's winning shot and missed. I’ve failed over and over and over again in my life and that's why I succeed.” – Michael Jordan*





Where to start...

# INNOVATION

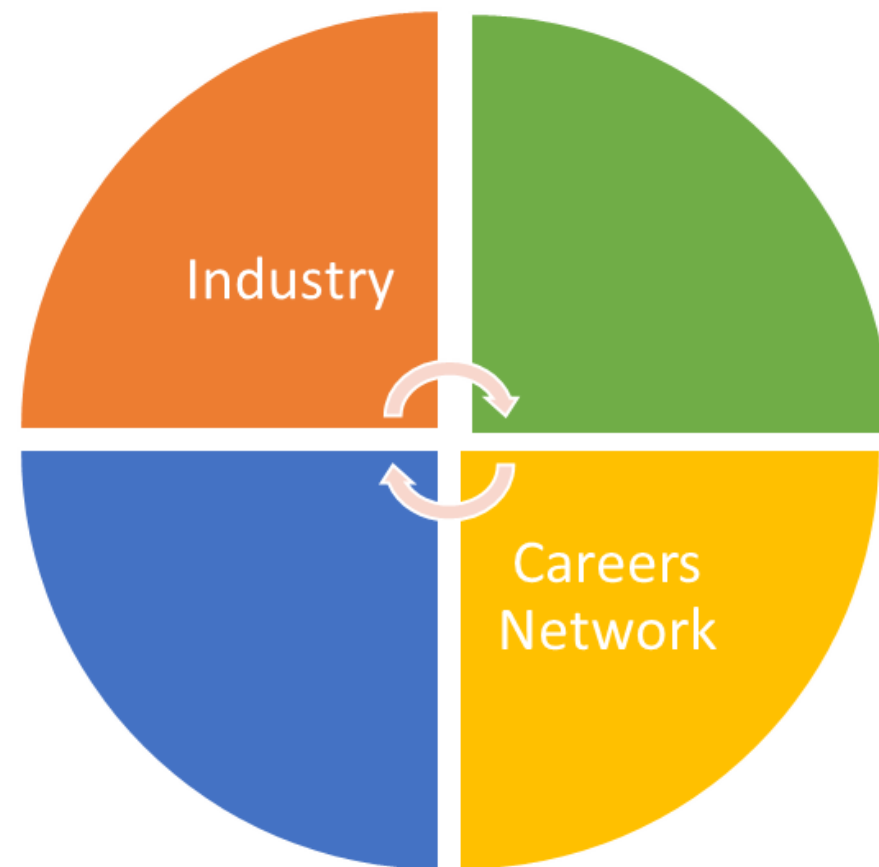






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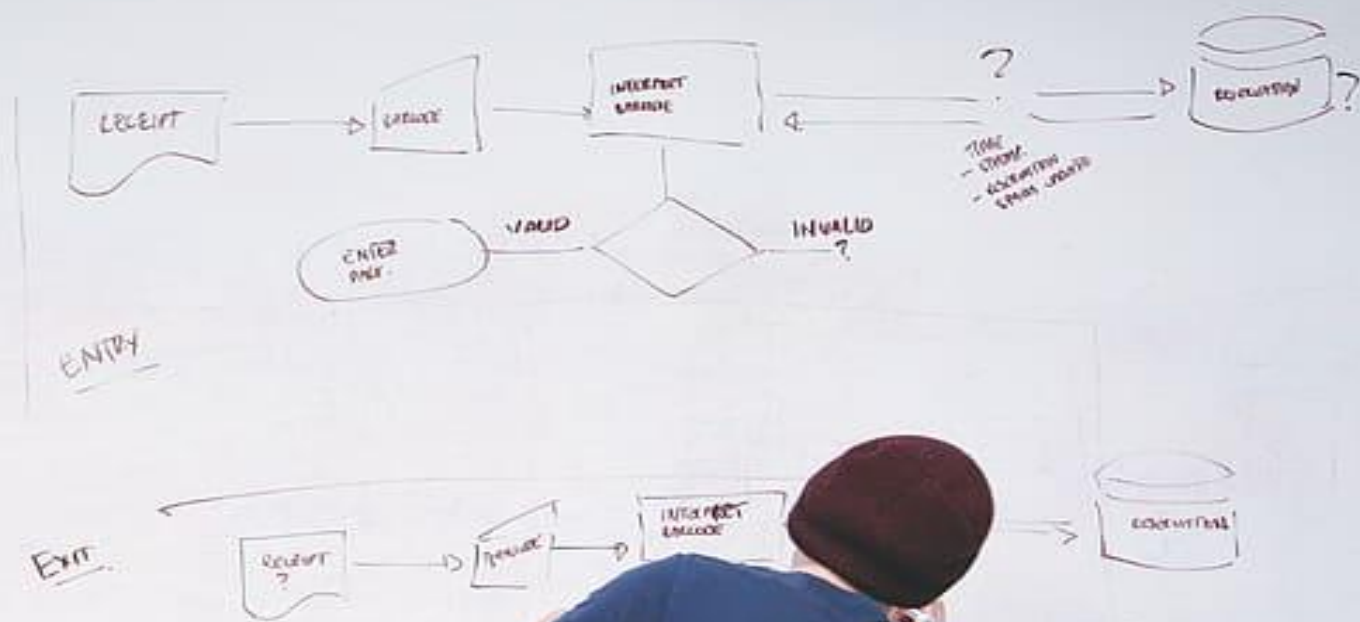
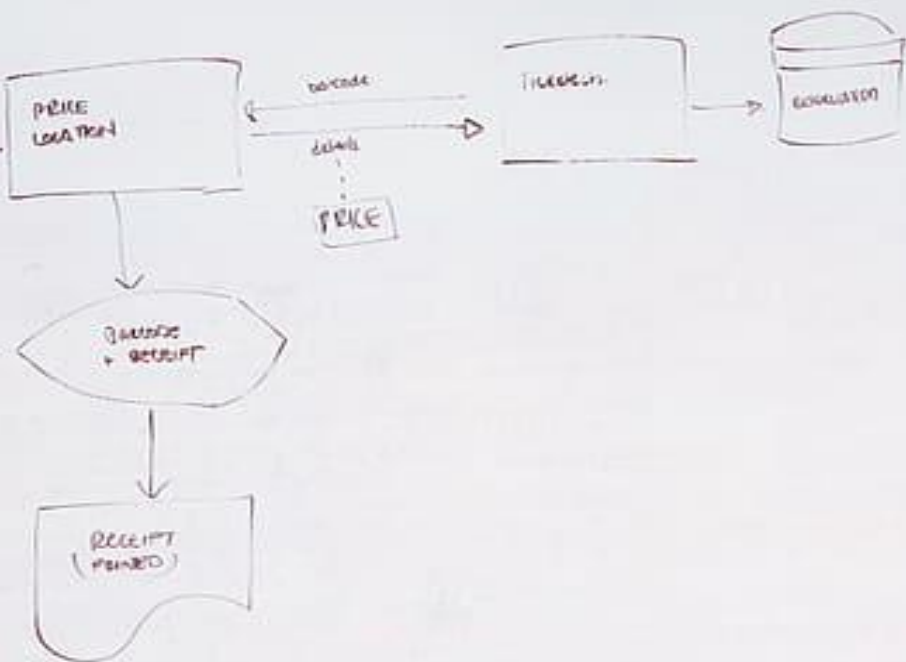






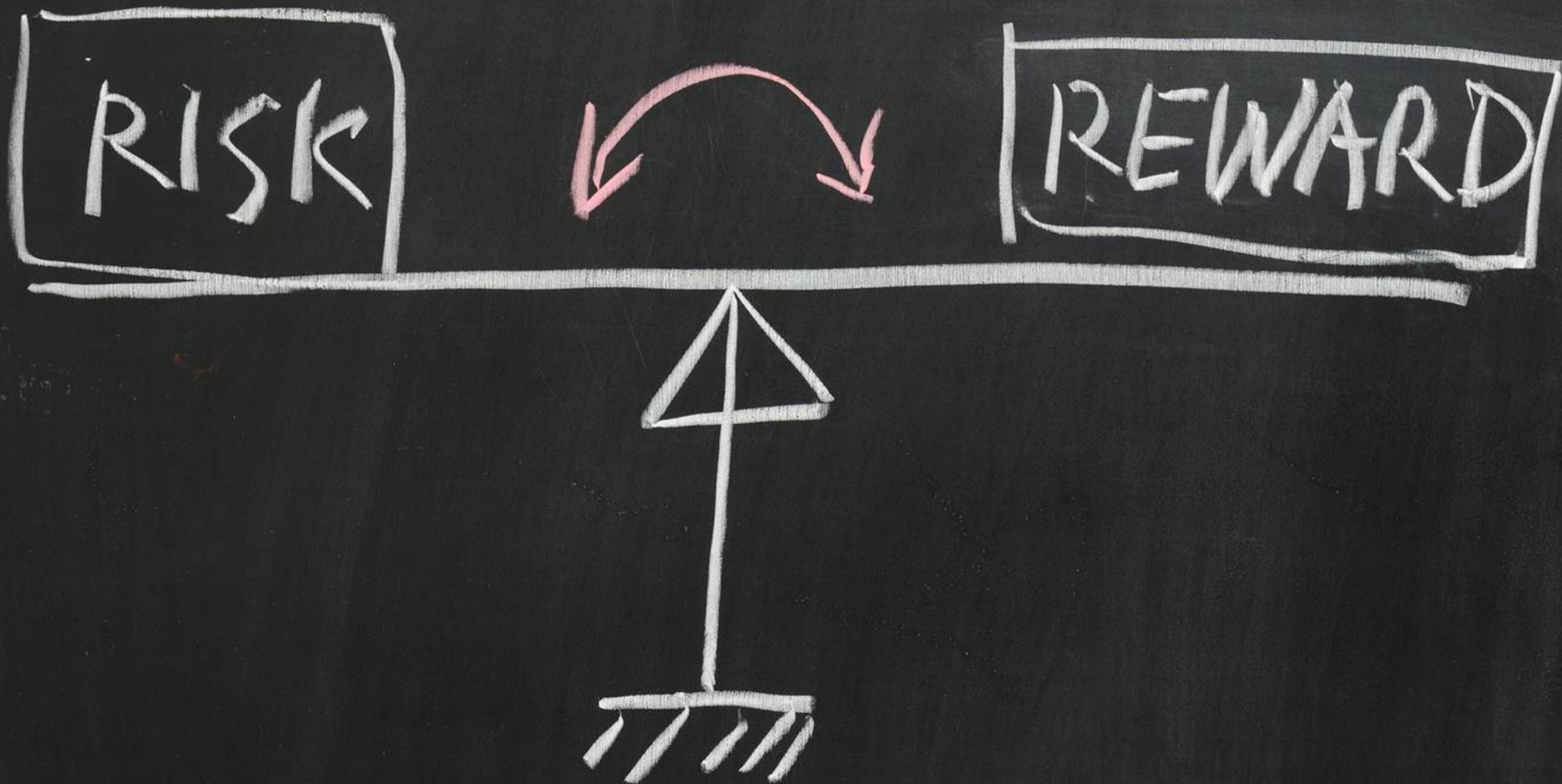
WHY







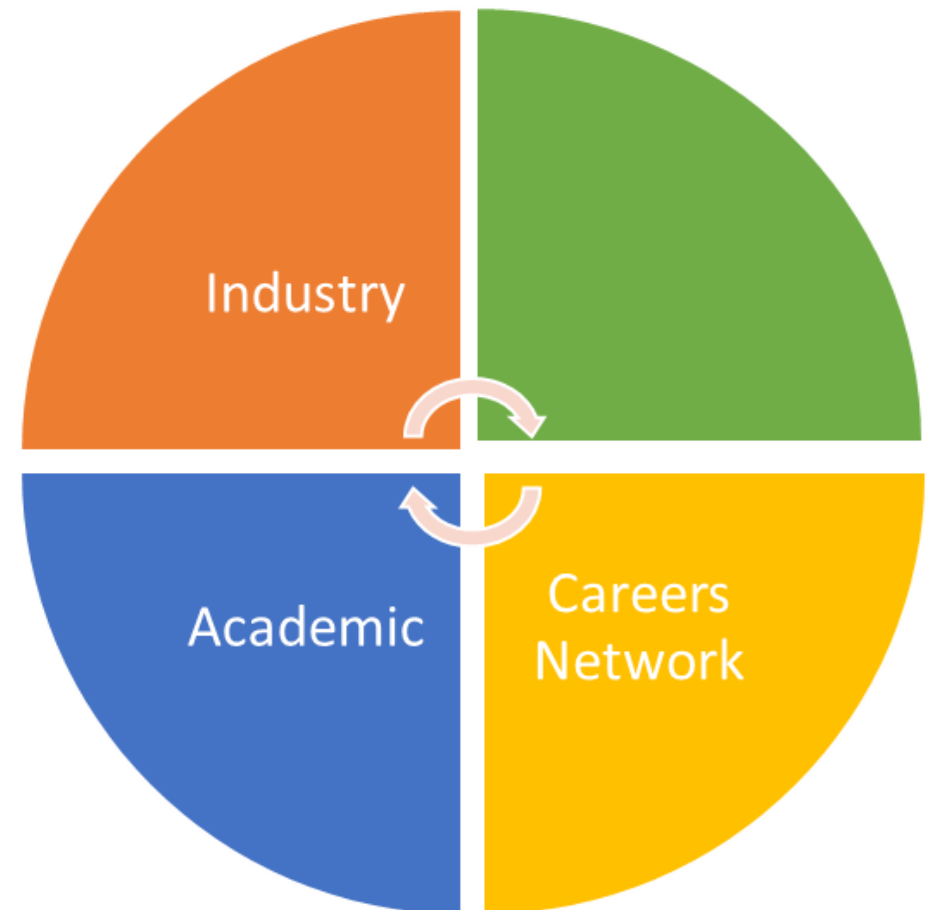








**DR MIREA SCROB**  
**LIBERAL ARTS & NATURAL SCIENCES**



REQUIREMENTS



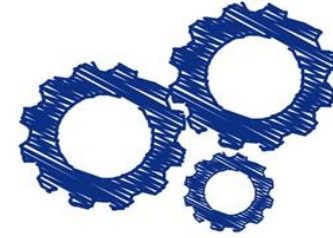
AGILITY



DESIGN



DEVELOP



LAUNCH

# AGILE

## DEVELOPMENT



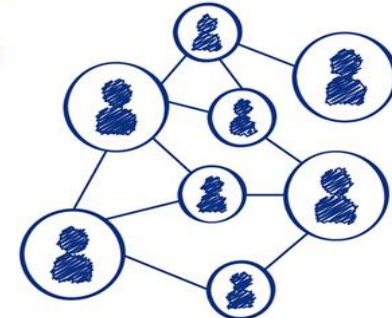
TEST



REVIEW



RESPONDING  
TO CHANGE



CUSTOMER  
COLLABORATION





**“The module allowed me to explore different lines of employment within the safety of a University module**

**You’ll likely never have the opportunity again to try so many different career paths in such a short space of time.**

**Developing our own start-up was an experience I believe was responsible for me landing a job as an Account Executive”**



**“Discussing the work that I was doing on the Entrepreneurial module became the focal point of all my interviews when writing job applications.**

**I decided to apply for an Impact Internship with Aceleron Energy, a technology start-up that are operating in Birmingham which led to a full offer of employment!”**

# CRITICAL SUCCESS FACTORS

- ✓ Engaging all key stakeholders
- ✓ Invest time to develop relationships with industry experts
- ✓ Creation of a small core team
- ✓ Continuous reflection- not being scared to make changes - being **agile**
- ✓ Getting regular feedback from the students

