agenda.

Speakers and facilitators include

- Dr Simon Hill – Senior Lecturer in Enterprise at De Montfort University
- Professor David Rae – Professor in Enterprise at De Montfort University and EEUK Director
- David Wick – Lecturer in Enterprise and Entrepreneurship at Coventry University
- Iqbal Ullah – Lecturer in Engineering at Loughborough College
- Diana Pasek Atkinson – The Hive at Nottingham Trent University

As your organisation is a member of EEUK this event is free to attend.
Bringing enterprise education to all students

What is Enterprise?

Why Enterprise Education?

Enterprise Education at Loughborough College
What is Enterprise?

Being Enterprising – the skills needed to generate ideas
- Creative and innovative
- Confident and energetic
- Risk aware and decisive
- Communicative and collaborative
- Versatile and determined

Being Entrepreneurial – application of enterprise skills
- The enterprising mind-set to be evident in all that we do and achieve
What is Enterprise Education?

What entrepreneurs do?  
What is entrepreneurship?  
Why are entrepreneurs needed?  
How many entrepreneurs do we have?

I need to take responsibility of my learning, career and life; how to do it?

Can I become an entrepreneur?  
How to become an entrepreneur?  
How to manage the business?

Learn to understand entrepreneurship  
Learn to become entrepreneurial  
Learn to become an entrepreneur

Source: Gibb (1999)

Enterprise Education at Loughborough College

- **2013**: Introduced Enterprise as an enrichment activity to HE Business Pathways
- **2014**: Extended to offering to HE Sport
- **2015**: Embedded within Business pathways and offered as a module option to Sport
- **2016**: Embedded across Business and Sport HE pathways
- **2017**: Engineering, IT, Media, Events and Hospitality
- **2018-2019**: Revalidation of HE Programmes – Opportunities
Our approach to Enterprise Education

- Simulations
- Workshops
- Mentoring
- Games and competitions
- Initiative driven
- Partnerships – YE, LSU, Local businesses.
Delivering Enterprise Education at Loughborough College

• Enabling students to experience, as far as possible what Gibb (2010) terms “the feel” of entrepreneurship.

• Enthuse students to behave entrepreneurially (Bechard and Toulouse, 1998).

• Being outcome focussed to deliver:
  • a more valuable set of graduates
  • able to show more initiative
  • solve more problems
  • be more creative
  • more flexible
  • revitalise economies and create wealth and jobs (Handscombe, Rodriguez-Falcon, and Patterson (2004).
What makes us successful?

- **Outcome focussed**
  - We are all measured on the results we deliver – this being student outcomes.

- **Creativity focussed**
  - Creative skills are essential in all sectors, creating leaders who can innovate.
  - Recognising different forms of innovation.

- **Student focussed**
  - Simulations and competitions.
  - Supporting networks.
Testimonials

The Intrapreneur

• I believe the Business Enterprise module is a brilliant module to have on the BSC degree. I have found it challenging but rewarding at the same time, with it providing skills that I can use in later life and in the workplace.

The Entrepreneur

• I absolutely loved the Business Enterprise module. I have always wanted to build my own company and I want it even more now that I have tasted what it’s like to be a real entrepreneur.
