



What's it really like to combine Careers, Enterprise and Academia?

Bonnie Hacking, Enterprise Adviser



Who's sitting near you?

- Connection to or role in enterprise education
- Context of institution
- Structure of and support for enterprise education

St Andrews Context

- Small, research intensive
- Research-led teaching
- Successful graduate employment outcomes, minimal start-ups
- University Strategy 2018-2023 – Entrepreneurial strand
“To be entrepreneurial in our culture is to see potential in existing and future activity and to translate that into action and application.”
- Major government funding for Eden Campus, including an Enterprise Hub
- Limited enterprise/entrepreneurship teaching and activity to date



"I wake up every morning and think to myself, 'How far can I push the company forward in the next 24 hours.'"

Leah Busque, Founder and CEO, TaskRabbit.

Definitions

Enterprise
Entrepreneurship



Definitions

- Enterprising = employability skill
- Enterprise = a business or company (responsible enterprise)
- Enterprise = “the generation and application of ideas, which are set within practical situations during a project or undertaking”
(QAA, 2018 *Enterprise and Entrepreneurship Education: Guidance for UK Higher Education Providers*)

Definitions

- Entrepreneurship = an alternative career destination
- Entrepreneurship = researching and teaching - about, for and through entrepreneurship
- Entrepreneurship = “the application of enterprise behaviours, attributes and competencies into the creation of cultural, social or economic value...can, but does not exclusively, lead to venture creation” (QAA 2018)

A common goal?

- Satisfying work
- Making a difference
- Employment ready graduates



My Experience

- Develop a module to teach enterprise
- Pedagogy – what's that?
- Constructive alignment – what's THAT?!
- Assessment
- Learning by doing
- Reflection

Enterprise & Creativity

- Interdisciplinary, runs in School of Management
- Aims to give second year students from across the university the opportunity to learn how to develop a project by doing it
- 100% coursework
 - Reflective Reports
 - Project Fair Showcase
 - Individual Project Report
- 120+ students each year

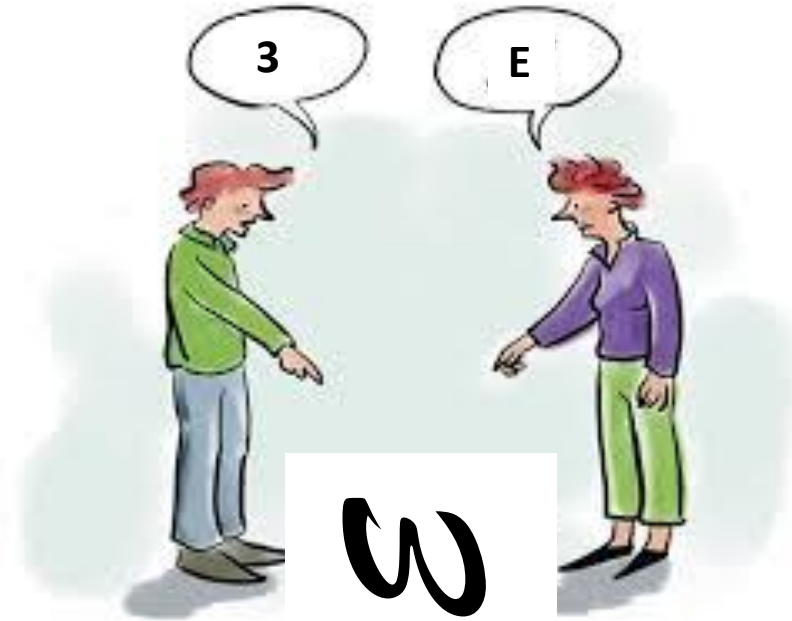
Enterprise & Creativity



Benefits

- Two teams
- Insight into research and teaching to share with careers colleagues
- Insight from careers to share with academic colleagues
- Build closer relationships with students
- Builds credibility with academic colleagues

A difference in perspective



Top Tips



- Understand their perspective
- Clarify / agree definitions
- Help them see what they are already doing
- Identify a problem you can solve for them or help them solve
- Take advantage of opportunities to learn from others
- Stick with it

Questions?



Bonnie Hacking, Enterprise Adviser

bonnie.hacking@st-andrews.ac.uk



@BonnieH1



www.linkedin.com/in/bonniehacking/



St Andrews Student Enterprise

What model for employability, enterprise & entrepreneurship education would you create in your institution? Why?

- Who would be involved?
- What would they be doing?
- Where would they report?
- How would it work?

- Benefits / value added?