

How enterprise education can enhance employability and graduate outcomes



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Helen Hook, University of Birmingham

Rachael Collins, University of Liverpool

Outline

- Why and how enterprise education enhances employability
- References to examples across the sector
- Case Studies

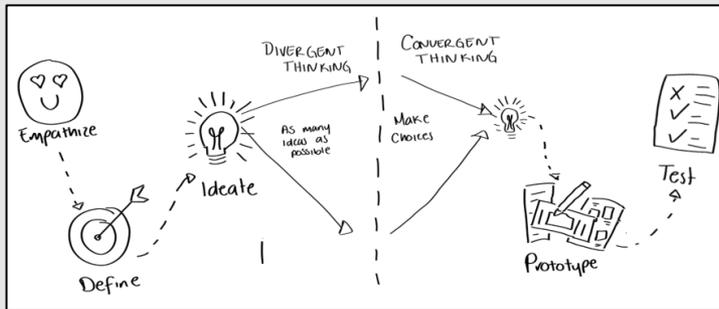




Team Working



Expert Advice



Problem Solving



Presenting Solutions

What attributes and skills do employers need?

- Commercial awareness
- Communication
- Teamwork
- Problem solving
- Leadership
- Resilience
- Organisation
- Perseverance and motivation
- Ability to work under pressure
- Confidence
- Ability to manage ambiguity



"I've actually got an idea,
who can help me?"
(Student)



C A S T O R E



Awareness

Training

Idea



“I really enjoyed that –
what else do you do?”
(Student)

“I was able to talent
spot your students”
(Recruiter)

“Your students helped
us find new solutions”
(External Partner)

Phoenix

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What is an Entrepreneurial University?

Sparking successful student start-ups

A partnership approach to supporting independent workers

Side hustling: building positions, pensions and possibilities

ENTERPRISE AND ENTREPRENEURSHIP



AGCAS

The Association of Graduate
Careers Advisory Services

Phoenix is the AGCAS journal



The Association of Graduate
Careers Advisory Services

Practical steps, tips and pointers for embedding Enterprise Education into the curriculum

Helen Hook – Enterprise Educator at University of Birmingham
Rachael Collins - Student Success Manager at University of Liverpool



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UNIVERSITY OF
BIRMINGHAM



CNI
**CAREERS
NETWORK**

The approach:

Step 1: EXPLORING:
Consultation with Academics – data/QAA/approach/agreements



Step 2: DESIGNING:
Co-creation with key stakeholders/portfolio



Step 3: IMPLEMENTING:
VLE/delivery/project management



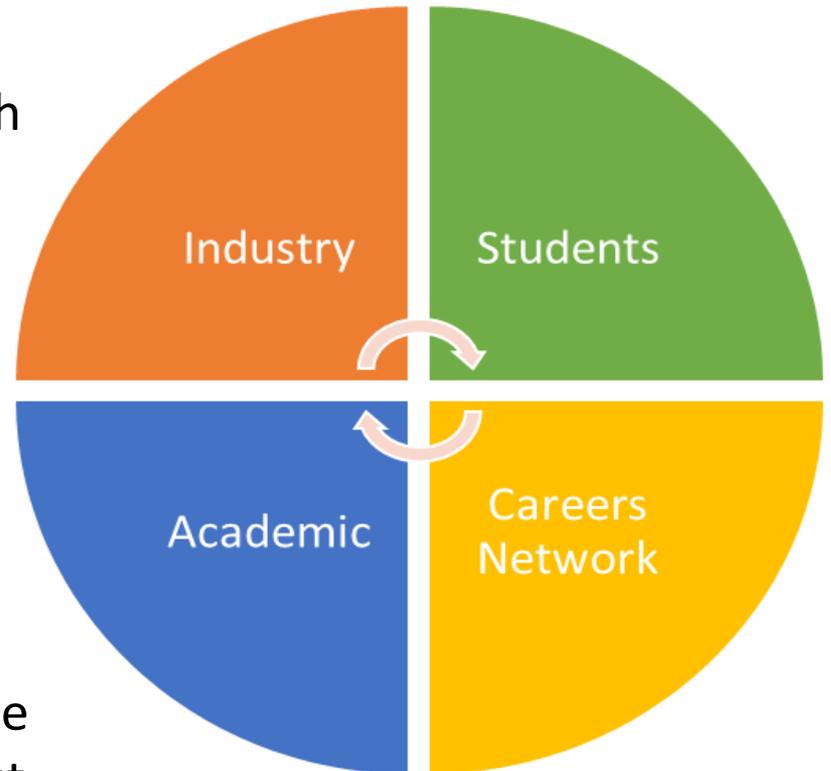
Step 4: REVIEWING:
Feedback/data analysis



Step 5: FUTURE PROOFING:
MECs/Toolkit/Academic groups

CRITICAL SUCCESS FACTORS

- ✓ Engage 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
- ✓ Dedicating time for your own professional development e.g. EEUK events, AdvanceHE, ISBE and also engage in any research you are passionate about.



“Embedding Enterprise into the curriculum for English students has been an exciting addition to the employability dimension of the programme. The Enterprise team were attentive to the needs of our students, and in collaboration with academics we were able to devise a module built around student consultancy with a strong steer towards developing enterprising skills and competencies.

The module we run in the English department, Enterprising English, has had a really strong impact, and it has help to scaffold employability in the programme – so many students who have taken the module have gone on to placement/internships, and many take the Professional Skills module option in their final year. Building a connection with the Enterprise team has also allowed us to forge new relationships with employers, and has also fostered exciting conversations across departments within University of Birmingham”



Dr Dan Moore (Head of Education)
School of English, Drama, and Creative Studies
College of Arts & Law

University of Liverpool: the story so far

3 x Employability Officers with an enterprise specialism: deliver sessions in the curriculum, co-create new content and adapt existing modules).

1 x Enterprise Project Officer: extra-curricular activity, start up support, interdisciplinary challenges, specialist projects.

New posts: **Enterprise Educator, Enterprise Data Officer and Innovation Project Officer**



The Liverpool Approach

- **Creating quick wins**- extracted enterprise; identifying current modules to support entrepreneurial education.
- Operating as a **catalyst for entrepreneurship** within the curriculum.
- The **importance of being curious** and offering solutions.
- **Co-design and co-delivery** with a range of stakeholders e.g., students, academics, industry



Challenges

Fostering a culture of entrepreneurship in a virtual environment; educating the educators.
(Green Room, Toolkits)

Opportunities: demonstrating impact through **extra-curricular modules**, changing mindset and appetite in relation to entrepreneurial education.
(SIA Foundation Week Module, Business & Enterprise in Psychology)

It exposes students to the typical challenges and rewards of starting a new business, whilst developing a strong theoretical background on the principles of entrepreneurship, the psychology of entrepreneurship and its ethical and social values. Guilia Rampone, The Business and Enterprise in Psychology module lead.

Thank you for listening - we look forward to answering any questions during the 11:45am breakout room session!

Marc, Helen and Rachael