



An Interdisciplinary approach to Enterprise Education

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What is the Value of Enterprise Education?

Develop behaviours,
mind-set and
competencies with the
overall aim of increasing
employability

Preparing for the
dynamic and challenging
environment of the
workplace

Putting academic
knowledge into practice
in the workplace

Ensuring a professional
working life whether
employed or self-
employed

Our Project

- Two years funded by Anglia Ruskin Learning and Teaching project.
- Funding also received from Enterprise Education UK through the Enterprise Education Research project Fund

Three- phased research

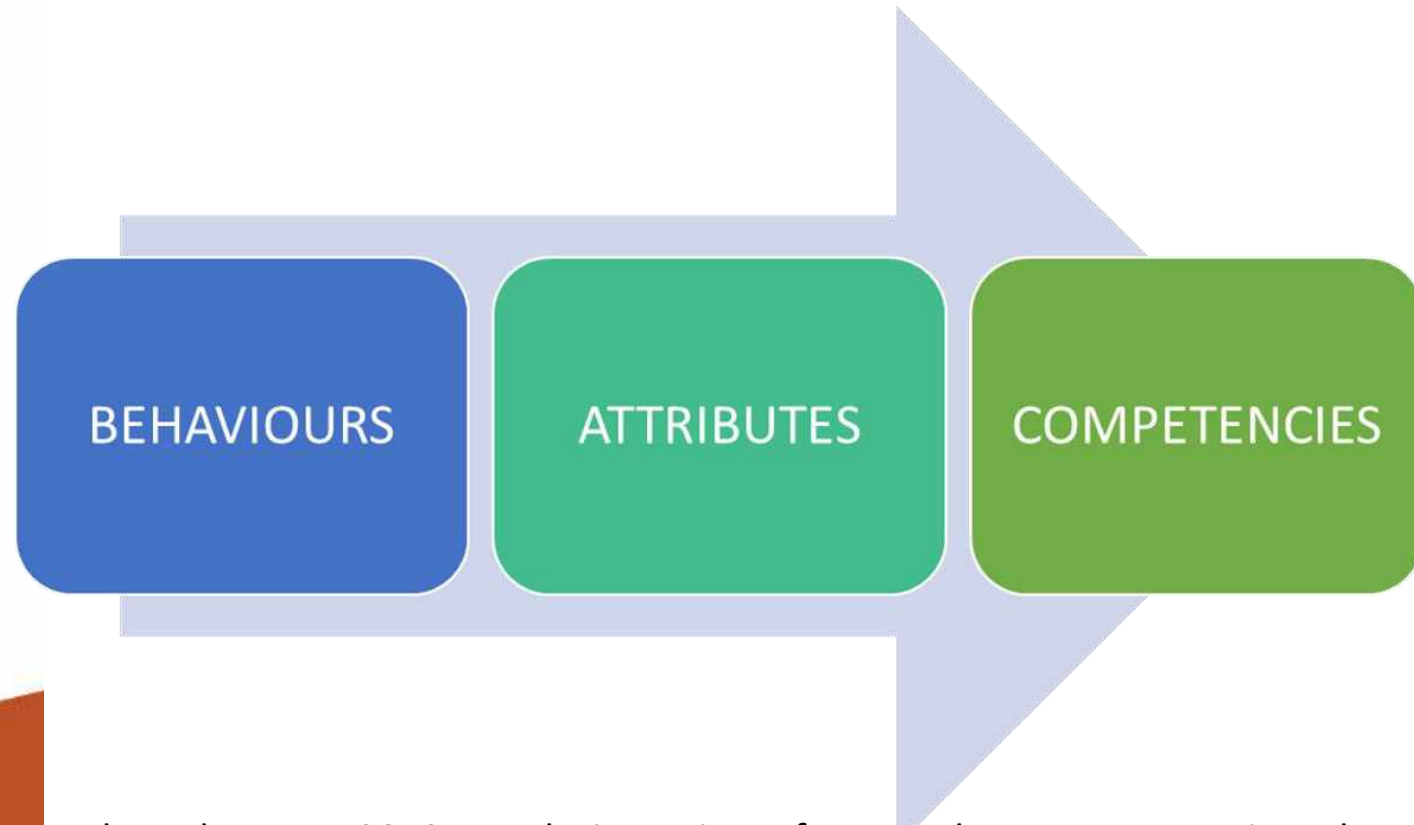
'Embedding Enterprise into
science modules'

'Making Enterprise Education accessible
for students and staff'

Creation of an interdisciplinary 'Ruskin'
module - 'To be or not to be Enterprising'

'Embedding Enterprise Education into science modules' Phase 1

 QAA
Enterprise and
Entrepreneurship
Education:
Guidance for UK Higher
Education Providers
January 2018



Elo and Kurten, 2019 – Exploring points of contact between enterprise education and open-ended investigations in science education

CAREER SUCCESS

STAGE 1

Initial
Questionnaire /
Focus Group



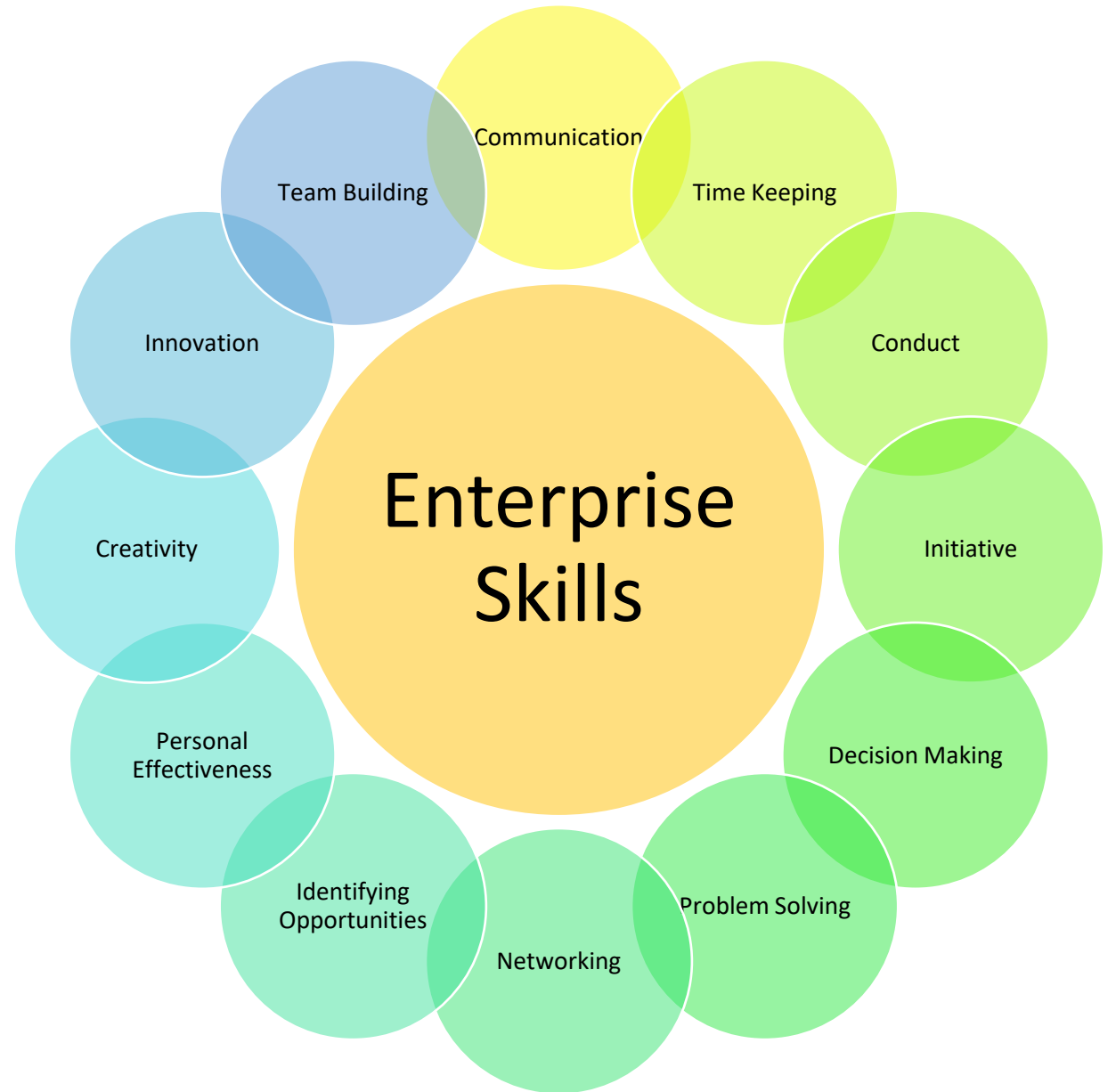
STAGE 2

Interactive
Sessions



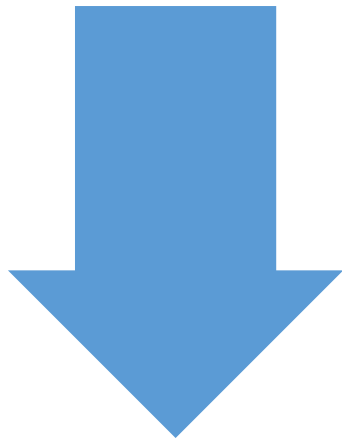
STAGE 3

Second
Questionnaire /
Focus Group



STAGE 1

Initial
Questionnaire
/ Focus Group



**<20% Students
Understood
Enterprise Education**

STAGE 2

Presentation
about
Enterprise
Education



1 minute
Elevator pitch
for potential
employers



Second
Questionnaire
/ Focus Group

STAGE 3

**>60% Students
Understood
Enterprise
Education**

Making Enterprise Education accessible for students and staff' - Phase 2

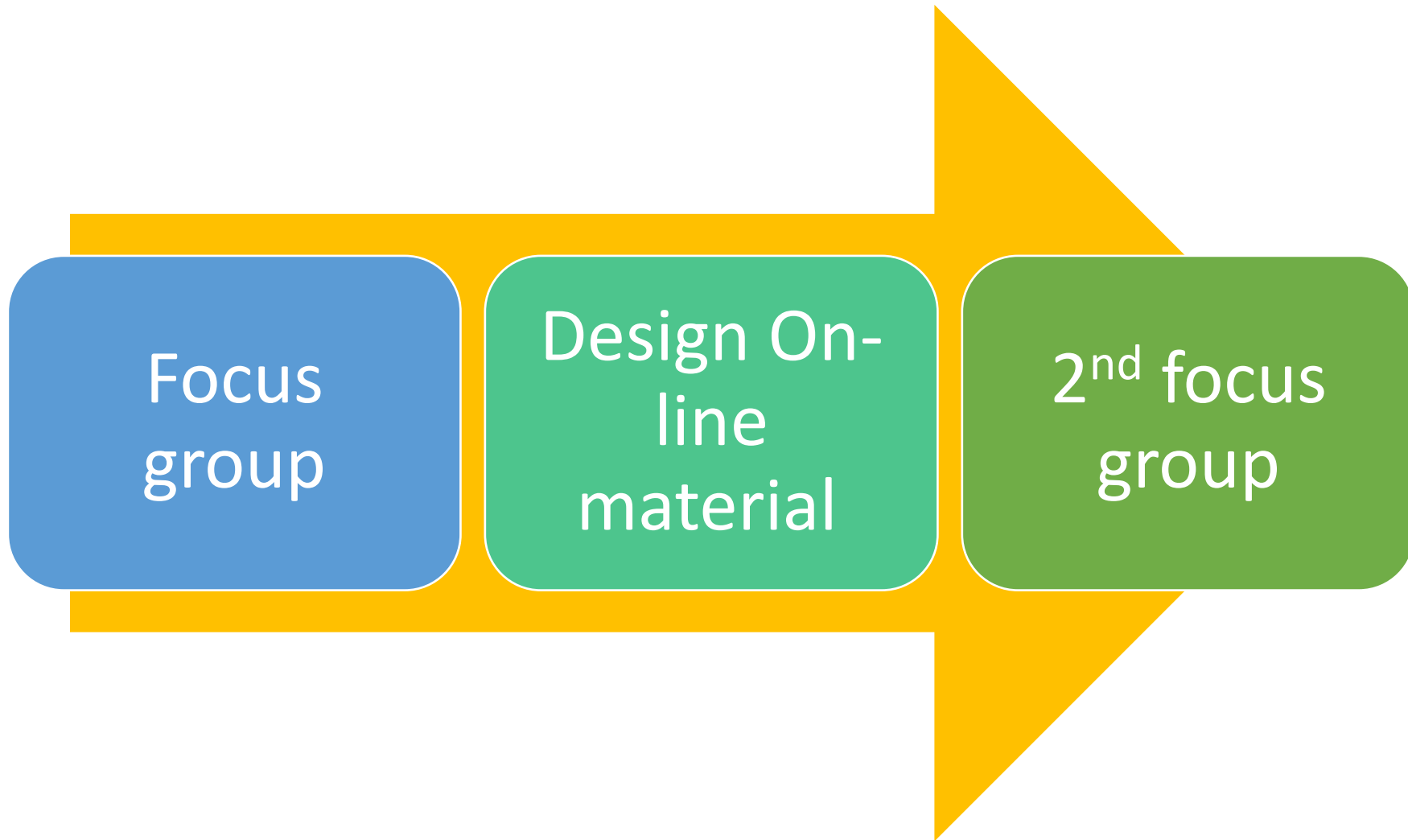
Provide students with the opportunity to develop their enterprise skills

Students to be integral in the co-creation and development of activities, with students from all faculties involved.

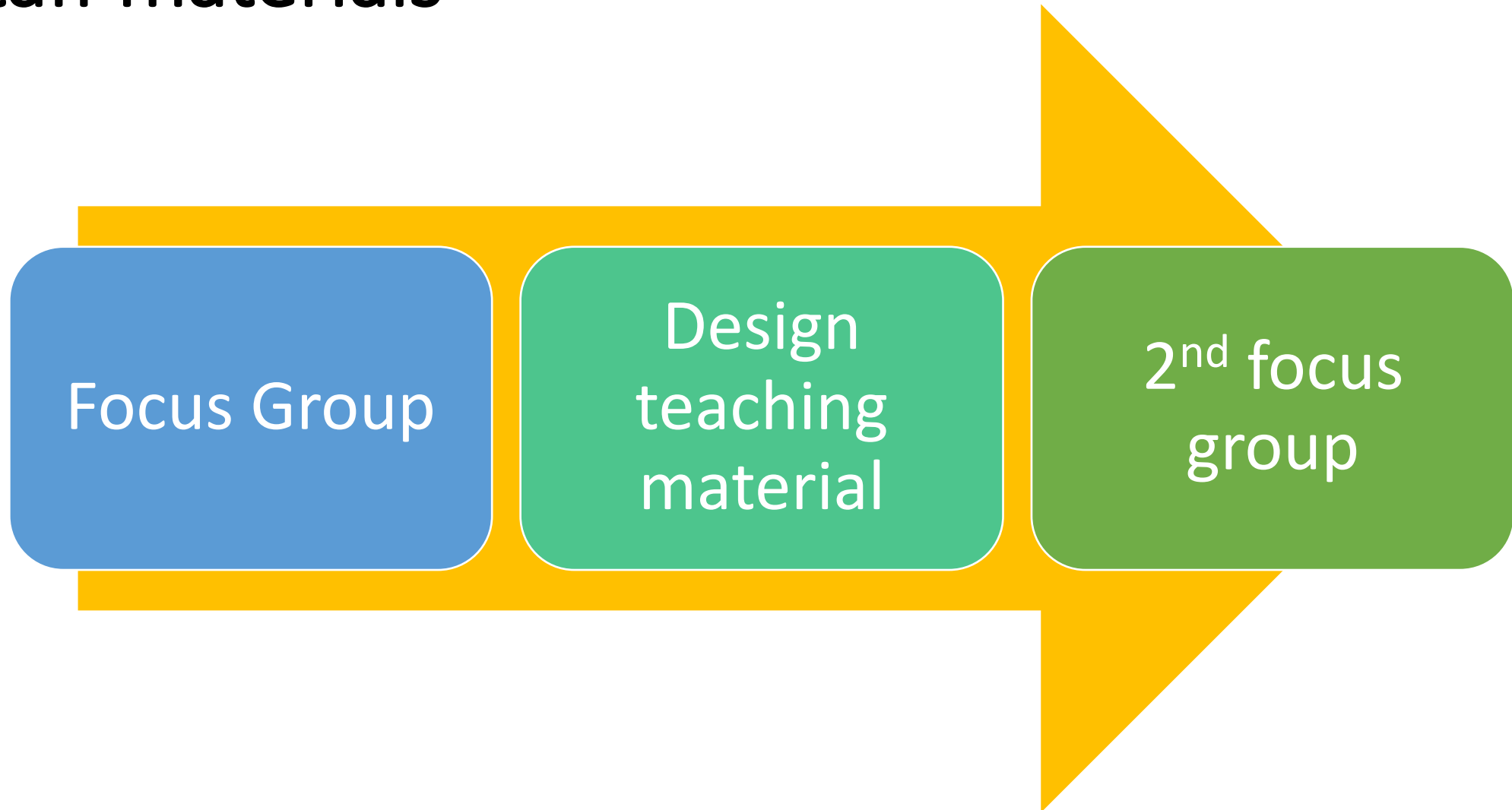
Interdisciplinary working

Provide staff with materials that they can use in any faculty or school that can be adapted to any subject area

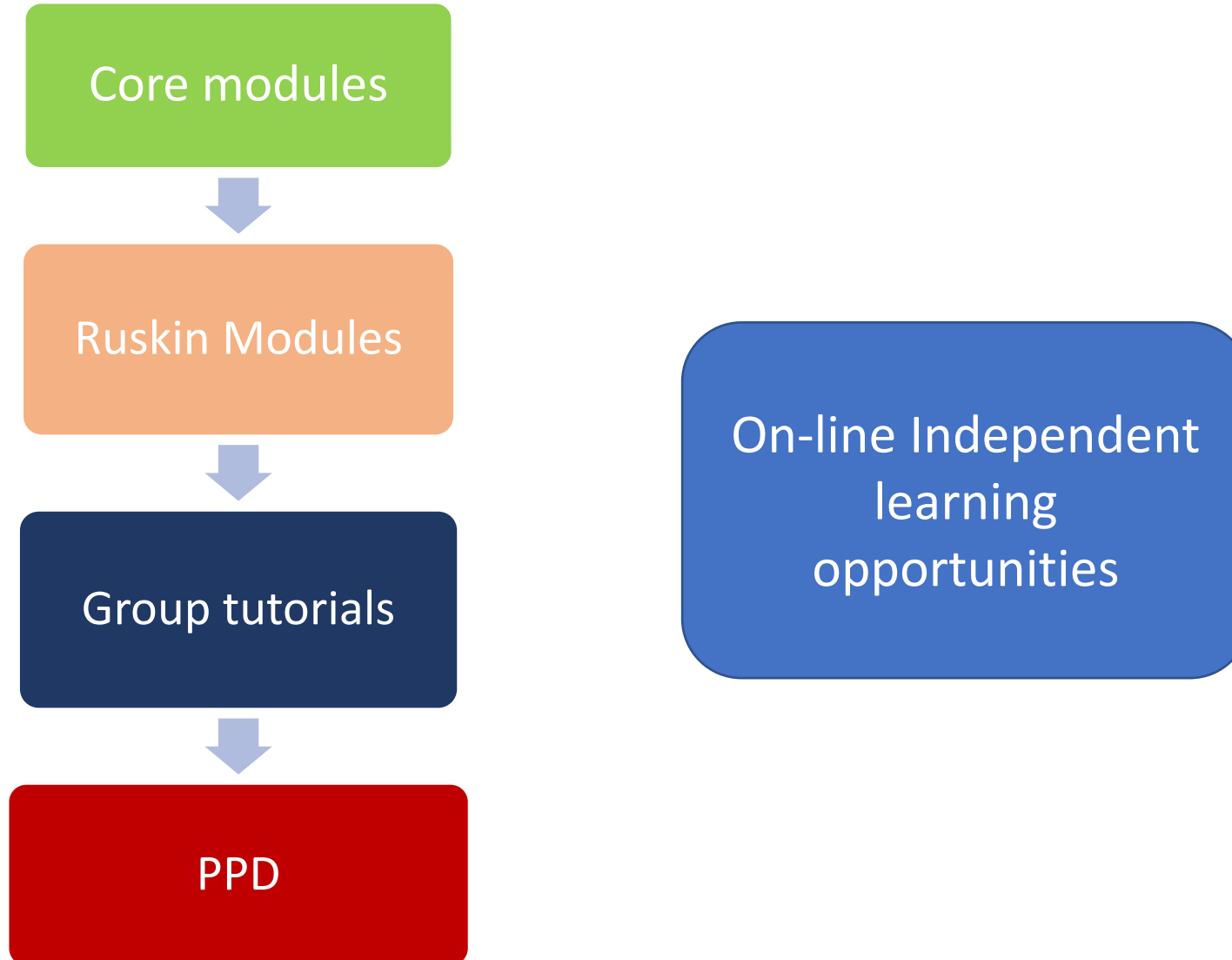
Student materials



Staff materials



Integrate within the curriculum



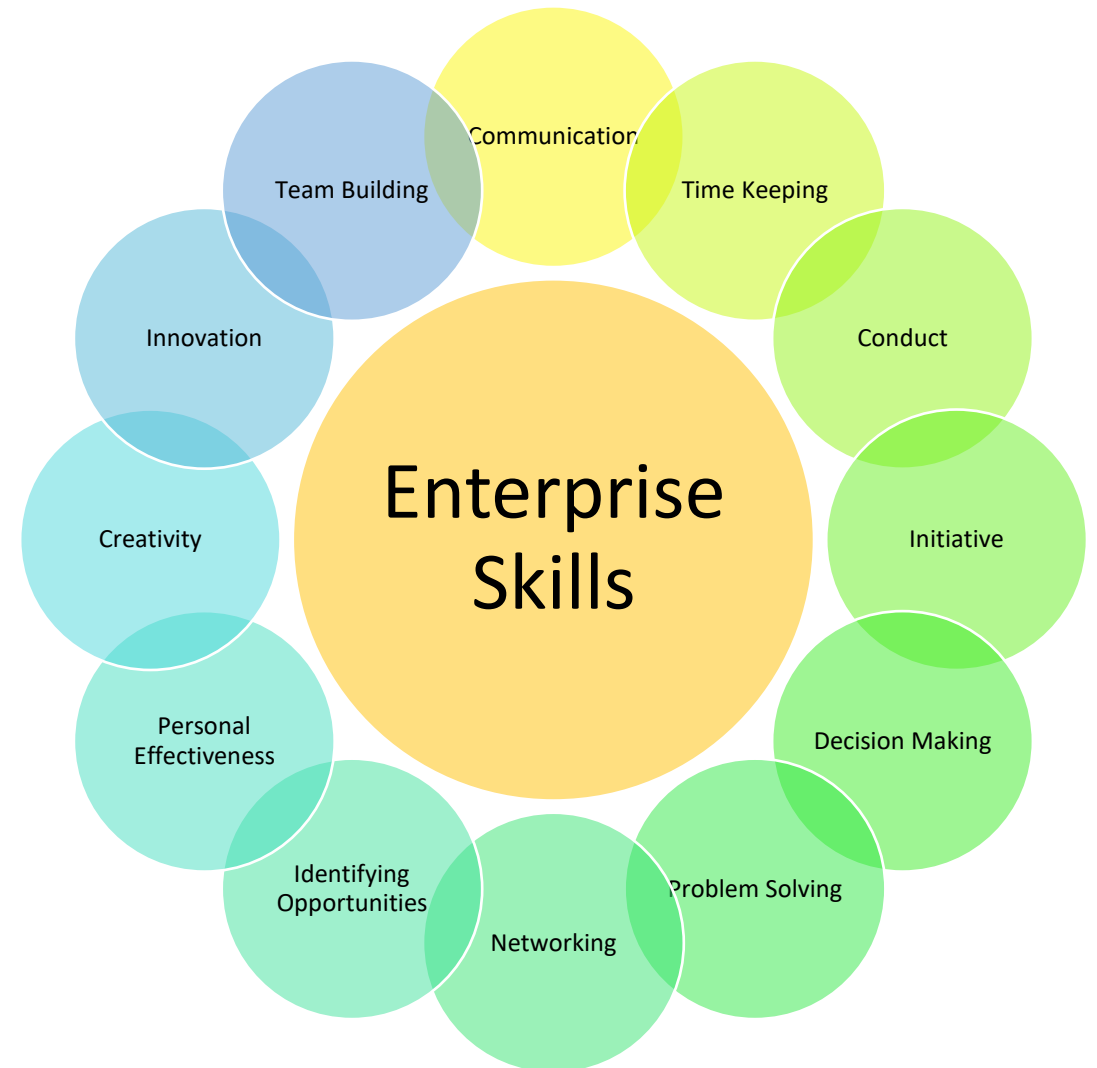
- Communication Icebreaker
- Creative Rich Pictures
- Creativity and evaluation using questioning
- Elevator Pitch
- Engaging Alumni for real world learning
- The use of debate
- The use of Empathy in communication
- Team development through skill analysis
- Opportunity recognition
- Quick smart presentation
- How can you create value from freely available resources?
- + Introductory video for Enterprise Education to be used at the start of each session



Creation of an interdisciplinary 'Ruskin' module - 'To be or not to be Enterprising' - Phase 3

Interdisciplinary modules

Innovation
Work Ethic
Negotiation
Communication
Critical Thinking
Enterprise
Entrepreneurship
Social Skills
Problem Solving
Employability
Motivation



What is a Ruskin Module?

Interdisciplinary module





- **Tackle complex challenges**
- **Develop skills**
- **Prepare for the future**
- **Include the UN SDG's**
- **Include graduate capitals**
- **Critical reflection on social responsibility, innovation, ethical conduct and sustainability**
- **Combine knowledge with others**
- **Diverse perspectives**
- **Critical thinking**

The Skills we include

Top 10 skills of 2025

-  Analytical thinking and innovation
-  Active learning and learning strategies
-  Complex problem-solving
-  Critical thinking and analysis
-  Creativity, originality and initiative
-  Leadership and social influence
-  Technology use, monitoring and control
-  Technology design and programming
-  Resilience, stress tolerance and flexibility
-  Reasoning, problem-solving and ideation

Type of skill

-  Problem-solving
-  Self-management
-  Working with people
-  Technology use and development



Source: Future of Jobs Report 2020, World Economic Forum.

UN Sustainable Development Goals



Are we reinforcing the stereotypes?

- Do we think about our use of language?
- What role models do we use?
- Are we reinforcing stereotypical images of entrepreneurs?
 - “This class is not for you”. (Jones and Warhuus, 2018) – gender
- Are we encouraging dialogue?
- Are we encouraging creativity and innovation?
- Do we encourage co-creation? (Verduijn and Berglund, 2019)
- Are we encouraging students to become informed decision makers?

What is this Ruskin Module?

Groupwork exercise

- **Set a 'wicked' problem**
 - **Youth engagement and volunteering**
- **Work in groups to fix it**
- **Interdisciplinary**
- **Using enterprise skills**
- **Working with professionals**
- **Completing research to support their actions**

Group presentation

What this Ruskin Module?

Students will reflect upon:

- **Skills they have**
- **Where they gained them in their studies, work, life**
- **Skills they lack**
- **Skills they would like to develop more**
- **How they can achieve this**

Reflective portfolio



What do we hope to achieve?

A good employee or employer

A business developer

A volunteer

A good member of society

More confident

A better communicator

More innovative and creative

And more

The future.....

- Further inclusion of Enterprise Education skills into all Ruskin Modules
- ??????????????



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University

Any Questions?

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