

## The Masteries in Full?

**Mastery of Pedagogy** –the ability to select from a wide range of pedagogies to maximise the capacity to meet key Entrepreneurship Outcomes.

The **Knowledge base** demands:

- understanding of the range of behaviours commonly associated with the entrepreneur
- understanding of some key methods of psychometric testing to allow individuals to profile themselves (and others) and gain insight into their own (and others) behaviour
- understanding of how to use these tests in a programme setting
- understanding of the life world of the entrepreneur and ways of simulating it in education
- full understanding of the wide range of pedagogies that might be used in entrepreneurship education and how they relate to the practice of entrepreneurial behaviour
- understanding of how young entrepreneurs are using the web to pursue their goals and learn

The **Practice base** demands:

- ability to select and use appropriately a wide range of pedagogies in practice to simulate, practice and deepen understanding of entrepreneurial behaviour
- ability to harvest appropriate inputs from the Web

**Mastery of Philosophy** – the ability to articulate the relevance of entrepreneurship education to broader educational goals and broader policy objectives.

The **Knowledge base** demands

- basic understanding of the body of knowledge embracing ‘progressive’ education philosophy
- understanding of how this relates to the core essences of entrepreneurship education
- understanding of how the above relates to UK, European Community and indeed international policy goals in the field of entrepreneurship education
- understanding of the traditional and changing ‘idea’ of a university/college and how entrepreneurship relates to this

The **Practice base** demands:

- ability to argue the case for a broad institutional approach to entrepreneurship education across all disciplines

**Mastery of Strategy** – ability to assess the organisation change requirement and local stakeholder development potential and pursue appropriate strategies for embedding entrepreneurship education.

The **Knowledge base** demands:

- understanding of the pressures for change in the role of higher and further education in society
- understanding of what this means in practice
- understanding of various responses/models used in different parts of the world
- understanding of key issues in integrating a ‘whole institution’ approach given the various pockets of activity in the institution
- understanding of the various approaches to developing a strategy for taking entrepreneurship across the institution

The **Practice base** demands:

- ability to undertake an organisation audit of institutional entrepreneurial capacity and use it to develop strategy for personal engagement in the promotion of entrepreneurship with careful regard for individual and positional capacities to influence change.

**Mastery of Operations** – ability to apply strategy within the organization to move the Entrepreneurship Education agenda forward in practice.

The **Knowledge base** demands:

- understanding of all the various component parts of entrepreneurial activity in an educational institution
- understanding of how they work, the needs they meet and how they are organised
- understanding of how they might be better integrated in the light of national and international best

practice

- understanding of tactics that might be used to bring them together

The **Practice base** demands:

- demonstrated ability to develop and operationalise a plan aimed at enhancing the institution's entrepreneurial capacity

**Mastery of Networks** – ability to harness the potential of all related stakeholder networks.

The **Knowledge base** demands:

- understanding of all the major stakeholders networks relating to entrepreneurship education at the national, regional and local level, their activities and motivations
- some understanding of how they work or do not work together and the potential so to do
- some understanding of how such networks operate and exist in other countries

The **Practice base** demands:

- demonstrated ability to identify and engage all relevant networks in pursuit of curriculum development and strategic organisation development goals

**Mastery of Process** – ability to organise knowledge appropriately around development problems and opportunities in contexts in which students might work in future, linking effectively with organisations that might support graduate entrepreneurship.

The **Knowledge base** demands

- understanding of the stages of new organisation development in any context from finding an idea to realising it as an opportunity and developing it into practice by the successful formation of an organisation
- understanding of the needs that arise at various stages of the new venture and the related learning needs that occur.
- understanding of the problems and opportunities that occur in sustaining and growing organisations and how to identify and deliver learning needs appropriately on an anticipated 'need to know' basis
- understanding of the various processes by which the entrepreneurially related parts of the institution (and associated programmes) are developed, for example student societies, technology transfer activities, careers programmes, intellectual property processes etc.

The **Practice base** demands:

- ability to link knowledge with practice on a 'need to know' and 'know how' basis
- ability to create trust based relationships and partnerships within and without the institution in order to develop the appropriate forms of curriculum, programmes and assessment necessary for effective entrepreneurship education

**Mastery of the State of the Game** – awareness of key UK and international developments and support structures in the field.

The **Knowledge base** demands:

- understanding of the role of all key UK stakeholders in entrepreneurship education – their policies and Programmes
- understanding of major EU, European, US and indeed international initiatives in the field and the relevance for UK development
- understanding of the different entrepreneurship concepts that are being used and the rationale for these

The **Practice base: demands:**

- use of the above knowledge to develop personal and institutional strategies for entrepreneurship education development

**Mastery of Resource Acquisition**- ability to identify and engage sources of funding and support in kind.

The **Knowledge base** demands:

- knowledge of key players in entrepreneurship education delivery and the relevance of what they have to offer
- knowledge of all major sources of funding and support in kind for entrepreneurship development
- understanding of the major rationale and motivations of funding agencies
- understanding of what this means for the creation of appropriate evaluation and assessment systems

The **Practice base** demands:

- ability to use the internet and web 2 to harvest resource and ideas

- ability to identify and successfully negotiate resources from key stakeholders
- ability to create appropriate partnerships for so doing

**Mastery of Personal Entrepreneurship** – ability to demonstrate personal entrepreneurial behaviour – take risks – grasp opportunities - take initiatives etc. and be a role model

The *Knowledge base* demands:

- understanding of what it means to be an entrepreneurial educator and the rationale for this
- understanding of the key parameters of an entrepreneurial organisation and an entrepreneurial college or university in particular
- understanding of one's own strengths and weaknesses as an entrepreneurial person and of the potential to develop

The *Practice base* demands

- ability to demonstrate and use entrepreneurial capacities in pursuit of curriculum, programme and institutional development goals

It was argued that, covering the above goals, would enable participants to play a leadership role in their institutions in that they would be able to actively defend and promote the entrepreneurial education concept in theory and practice.