

NCGE Entrepreneur and Enterprise definitions

Clarifying Underpinning Concepts

In developing any strategy for entrepreneurship education, there is a need to resolve a conceptual confusion concerning the relationship between Enterprise, Entrepreneurship and Innovation. This confusion impacts adversely upon efforts to develop Entrepreneurship Education not only in the HE context but across the whole education field. The NCGE from its experience provides the links as follows:

The Enterprise Concept focuses upon the development of the 'Enterprising Person and Entrepreneurial Mindset'. The former constitutes a set of personal skills, attributes, behavioural and motivational capacities (associated with those of the entrepreneur) but which can be used in any context (social, work, leisure etc). Prominent among these are; intuitive decision making, capacity to make things happen autonomously, networking, initiative taking, opportunity identification, creative problem solving, strategic thinking, self efficacy etc). The latter focuses upon creating empathy with the life-world of the entrepreneur and entrepreneurial ways of doing, thinking, feeling, communicating, organising and learning.

The Entrepreneurial Concept focuses upon the application of these enterprising skills etc. in the context of setting up a new venture, developing/growing an existing venture and designing an entrepreneurial organisation (one in which the capacity for effective use of enterprising skills will be enhanced). The context might be business, social enterprise, NGOs or even public organisations (e.g. Local Government)

The Innovation Concept is the product of the above. Innovation is defined as creating and exploiting opportunities for new ways of doing things resulting in better products and services, systems and ways of managing people and organisations. As per Schumpeter, the successful pursuit of innovation is a function of individual enterprising endeavour and entrepreneurial organisation capacity. Innovation is impossible without these. They are both necessary conditions, sufficient only when combined with an environment that is conducive to such activity.

These definitions are embodied within the NCGE Entrepreneurial Education Outcomes framework.