

# **The International Entrepreneurship Educators Programme (IEEP)**

## **Developing Leadership in Entrepreneurship Education**

### **Introduction and Programme Module Outlines**

#### **Introduction**

The programme has been designed to meet a clearly identified need arising from the burgeoning activity in the field of entrepreneurship education in the university sector in the UK and throughout the world. The work of the NCGE and other lead organisations in mapping UK provision, have revealed a substantial range of programme offers, albeit delivered at present to only a small fraction of the graduate and undergraduate population. Much of what is currently on offer is focused on a narrow, yet important, context of entrepreneurial activity, namely the business start-up. Yet increasingly the national and international policy emphasis is on preparing graduates for the application of entrepreneurial skills in a wide range of different business, economic and social contexts.

The challenge for the educator is to support the development of entrepreneurial capacities and mindsets via engagement right across the university curriculum. This engagement has to be seen to serve the achievement of traditional university goals as well as help the Higher Education sector respond to the pressures of a global economy. This places substantial demands upon teachers, facilitators and organisers of entrepreneurship education. The IEEP is designed to enable participants to take a leadership role in meeting these demands.

The programme has the support of all lead organisations in this field in the UK, and importantly, the leading Entrepreneurship Foundation in North America.

#### **The Participant Profile**

The **IEEP** is targeted at those aiming to be future leaders in the field of entrepreneurship education. It will appeal to those who wish to:

- fast-track their development as an entrepreneurship educator and access the wealth of global experience in the field
- grow their leadership capacities in the field of entrepreneurship education
- explore new and innovative approaches to effective entrepreneurship education
- build their knowledge and understanding of the entrepreneurship education process
- deepen their understanding of the venture creation and management process

#### **The Philosophy, Structure and Process of the Programme**

The overall focus is on equipping participants with a mastery of the key elements of facilitating, teaching and organising entrepreneurial learning. These elements are listed in Annex 1. In pursuing this objective there are a number of distinctive characteristics that differentiate this programme from others:

- It is not focused solely upon the business context of entrepreneurship *although it does include understanding processes of business entry*. The broader context includes entrepreneurial behaviour, attitude and skill development,

activities and empathy with the entrepreneurial life world, key entrepreneurial values, motivation to entrepreneurship as a career and generic entrepreneurship competencies, key Business how to's and managing relationships

- It follows the policy focus and the major thrust of enterprise/entrepreneurship education, in emphasising support for an entrepreneurial mindset enabling young people to live, work, enjoy and be unafraid to create ventures in a world of greater uncertainty and complexity. Setting up one's own business is one aspect of this.
- The emphasis is heavily on how best to organise knowledge and pedagogy to simulate the life-world and 'ways of doing things' of entrepreneurs.
- The style of the programme is such as to maximise the potential for participants to create, discuss, perform and carry learning back into practice between modules.

### **Programme Structure**

The programme runs over a period of up to eighteen months and includes six residential modules, outlined below, together with an optional summer school. Modules may be delivered separately or together depending on cohort and will typically be in a different location hosted by an active centre for entrepreneurial learning. This will give participants the opportunity to engage with different organisations and approaches.

### **Module 1 - Exploring the Educational Challenge and the Pedagogical Response**

This module focuses on:

- a review of the programme structure and process
- a detailed examination of the NCGE outcomes Framework
- exploration of its relevance to the current 'state of the art' in enterprise and entrepreneurship education
- exploration of the personal development needs of participants
- a review of the experience they can offer and the opportunities for practice
- discussion of the philosophical contribution that entrepreneurship can offer to the 'Idea of a University'
- a review of national and international experience and in particular the US offer
- discussion of relevant philosophies of education and the place of enterprise/entrepreneurship education therein.

### **Module 2 - The Entrepreneurial Mindset**

This module aims to provide participants with:

- insight into the ways entrepreneurs behave and why
- an understanding of the implications of this for the design of programmes
- a coherent approach as to the pedagogical techniques most appropriate to use
- **a number of clear ideas as to how to use them.**

### **Module 3 - Entrepreneurial Behaviours, Skills and Attributes**

This module enables participants to explore:

- the behaviours, attributes and skills associated with being entrepreneurial
- the relevance of these to the future careers of students in the widest sense
- how these can be stimulated by programme design
- how to develop innovative teaching approaches

### **Module 4- Opportunity Recognition and New Venture Development**

This module aims to provide participants with:

- a complete frame of reference for support of the start-up process
- practice in applying this to a new venture programme
- an ability to link learning needs to tasks on a 'need to know' basis throughout the process
- a capacity to apply this process to all kinds of organizations.

### **Module 5 - Making It Happen with People and Organisations**

This module enables participants to explore:

- how and why pressures for entrepreneurial behaviour are arising in different contexts
- the implications of this for programme design
- the process by which organisations develop entrepreneurially and might be designed
- **the implications of this for the organisation of learning**

### **Module 6 – Bringing it all Together**

The final module focuses on;

- drawing together and reviewing the various strands of the programme
- identifying key priority areas for individual and collective action
- the preparation of individual action plans
- processes of evaluation and assessment of entrepreneurship education
- future support requirements

All of the above modules are supported by peer-to-peer mentoring, supportive group work and tasks.

