

UK-China HE Collaboration on Enterprise Education

26 November 2015

Jing Zhang

Chief Representative, NCEE China

Contents

- **Why should you participate?**
- **What is the programme about?**
- **Who are you partnering with?**
- **How can you get involved?**
- **What is the timetable?**
- **Where to go for further information?**

Why

- **Regular flow of quality Chinese students**
- **Partnership with the Chinese government**
- **Engagement with the Chinese HE reform agenda**
- **Supported by NCEE/NCEE China**
- **Network**

Who at national level

- **UK-China People to People Exchange**
- **FCO Strategic Prosperity Fund**
- **Partners: NCEE and China Service Centre for Scholarly Exchange (CSCSE)**
- **NCEE, the leading UK body in developing the Entrepreneurial University Concept and Enterprise Education.**
- **CSCSE, a public organisation under Chinese Ministry of Education, mainly engages in international education services and supports organisations and individuals who are pursuing international exchanges and cooperation.**

Who on the UK Side

UK universities should

- be recognised bodies and listed on the Ministry of Education's website (<http://www.jsj.edu.cn>);
- have international collaboration experience;
- recognise the programme delivered in China;
- in conjunction with NCEE, be able to provide their Chinese partner universities with teaching resources, materials, coaching and guidance;
- have employer links which will enable them to involve employers in course design and delivery where appropriate, and providing the potential for mentoring or internship opportunities;
- have project management mechanisms in place, and be co-operative in the regular audits to be conducted jointly by CSCSE and NCEE.

Who on the Chinese end

Chinese universities should

- have existing courses in the subjects, which will be provided in the pilot;
- have an open-minded teaching team who are willing to learn and engage;
- have international collaboration experience;
- have employer links which will enable them to involve employers in course design and delivery where appropriate, and providing the potential for mentoring or internship opportunities;
- Have project management mechanisms in place, and be co-operative in the regular audits to be conducted jointly by CSCSE and NCEE.

What-aims

The programme aims to enable the students to:

- **Understand the meaning of enterprise**
- **Develop their entrepreneurial mindset**
- **Enhance their entrepreneurial capabilities through action oriented learning**
- **Achieve entrepreneurial effectiveness**
- **Design and implement an enterprising solution to a real business problem**
- **Acquire relevant professional skills and be able to use them effectively in a commercial environment.**
- **Develop and integrate their knowledge as well as their interpersonal and transferable skills via a course-based approach to their development rather than a unit-based approach.**

What-structure

- 2+2 programmes leading to a single subject award, not necessarily involving an enterprise subject at a UK university.
- 2-year China programme: **English** + degree subject + **enterprise education**
- 2-year UK programme: Enterprise education can be provided in several formats, such as a full degree programme, enterprise education as part of a degree, selective modules, major and minor or extracurricular activities.

What-content

- Core subject, English and four modules of enterprise elements:
 - Being entrepreneurial
 - Entrepreneurial action
 - The entrepreneurial community
 - Innovation and entrepreneurship
- This series of modules is designed to **align and integrate with the main named awards** and every opportunity has been taken to reflect the discipline of the main award in the activities and language of these modules.

What-outcomes

- Completing the level 3 and 4 modules in Enterprise, the successful student will have a sound **grasp of the meaning** of Enterprise and Entrepreneurship, an **understanding** of these in the context of their local community and possibly within the wider community.
- **Tools** will have been applied and practiced that will allow the motivated amongst the group to help them **identify ideas** that could be exploitable, how to test them and how to begin to achieve a small business as a start-up.
- The use of **Business English** and the use of industry leading **software and simulations** will provide the successful student with the **confidence** to behave like an entrepreneur.
- When coupled with the knowledge from the main body of their **degree programme**, the student should have a valuable terminal qualification.

How

- **Register your interest with NCEE;**
- **NCEE will help match the universities on both sides and help UK universities recognise the China part of the programme. At the end of year four, successful students will get a UK Bachelor degree;**
- **Chinese teacher development workshops will be organised by NCEE in conjunction with UK universities sometime between April and August 2016.**

When

- **Call for expressions of interest is now open;**
- **Chinese Leadership Development Programme in March 2016;**
- **Start to deliver teacher training in China by April 2016;**
- **First intake of students start in September 2016.**

Contact points

NCEE:

- Keith Burnley, CEO,
Keith.Burnley@ncee.org.uk

NCEE China:

- Zhang Jing, Chief Representative,
Jing.zhang@ncee.ac.cn
- Sarah Liu, Project Manager,
sarah.liu@ncee.ac.cn

Thank you!