

Project Introduction

Background

1. On 17 September 2015, during the 3rd round of UK-China People to People Dialogue, led by UK Minister Jeremy Hunt and Chinese Vice Premier Madam Liu Yandong, an MOU regarding UK-China Collaboration in Enterprise Education was signed by the National Centre for Entrepreneurship in Education (NCEE) and China Service Centre for Scholarly Exchange (CSCSE), where the two parties agreed to collaborate in three areas, i.e. forum and training; curriculum development and China-UK Young Makers Competition.

The parties

2. 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. CSCSE has played an important role in the international development of Chinese higher education.
3. NCEE, the trading name of the National Council for Graduate Entrepreneurship, is an international leader in enterprise, entrepreneurship and small business. NCEE stimulates and encourages a more entrepreneurial education and support sector to create the opportunities for more individuals and organisations to develop the capacities they need for an entrepreneurial future. They deliver innovative learning opportunities across three core areas, i.e. Leadership and Management; Academic Entrepreneurship and Graduate Entrepreneurship. NCEE China will work as the initial contact point for Chinese institutions.

Objectives

4. Through collaboration in the three areas agreed in the MOU, CSCSE and NCEE aim to achieve the following objectives:
 - 1) Develop in-depth and all round collaboration in enterprise education, which will set an exemplary model in the field of international collaboration;
 - 2) Promote understanding of and explore effective approaches to enterprise education with industry, university leaders, teachers and students, which will help improve the overall national innovation capability;
 - 3) Improve university leaders' leadership and management skills and provide them with guidance in developing institutional strategy in enterprise education;
 - 4) Develop internationally recognised curriculum and build up teachers' innovative teaching capacity;
 - 5) Strengthen university and industry collaboration and prepare students for the demands of seeking employment in the 21st Century.

Programme features

5. Concept of enterprise education: According to the QAA guidance for higher education providers¹, enterprise education is defined as the process of equipping students (or graduates) with an enhanced capacity to generate ideas and the skills to make them happen. The purpose of the programme is not to create entrepreneurs, which is the next step.
6. Provide enterprise education strategically: All participating universities should appoint a Vice President or a leader at an equivalent level to sponsor and manage the programme. They will be exposed to theories, policies, best practices and networks through training, forums and workshops, which will enable them to work out, assess and adjust their own institutional strategy in providing enterprise education.
7. Systematise the curriculum: All students on the programme are full time. NCEE will be responsible for the curriculum design. Instead of setting up an enterprise degree programme which is a long-term goal, we will start the programme by modifying existing programmes to include modules in enterprise which would take up about 25% of course time, for example engineering with enterprise, arts with enterprise and business with enterprise. Extracurricular activities, which often are currently funded by EU and only provided to EU nationals, could also be arranged for Chinese students on the programme by NCEE when they study in the UK. NCEE will safeguard the quality in conjunction with UK participating universities.
8. Articulation arrangements: The programmes will take the format of 2+2 but joint registration should be avoided. Students will register with Chinese university for the first two years and with a UK partner university for years 3 and 4. NCEE will certify the China part of the programme but not offer a qualification. 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.
9. Professional teachers: Chinese teacher development workshops will be organised by NCEE in conjunction with UK universities. Chinese teachers, after they pass NCEE's assessment, will deliver the teaching in China with support from NCEE and UK partner universities.
10. Experiential teaching: enterprise modules will be embedded in the whole curriculum. Students will be involved in real project cases and encouraged to set up/join enterprise societies and associations.

¹ Enterprise and entrepreneurship education: Guidance for UK higher education providers, September 2012

Selection criteria for participating universities

11. All universities shall apply to participate on a voluntary basis and only those which meet the following criteria will be selected.
12. UK universities shall
 - 1) be recognised bodies and listed on the Ministry of Education's website (<http://www.jsj.edu.cn>);
 - 2) have international collaboration experience;
 - 3) recognise the programme delivered in China;
 - 4) in conjunction with NCEE, be able to provide their Chinese partner universities with teaching resources, materials, coaching and guidance;
 - 5) 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;
 - 6) have project management mechanisms in place, and be co-operative in the regular audits to be conducted jointly by CSCSE and NCEE.
13. Chinese universities shall
 - 1) have existing course in the subjects , which will be provided in the pilot;
 - 2) have an open-minded teaching team who are willing to learn and engage;
 - 3) have international collaboration experience;
 - 4) 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;
 - 5) Have project management mechanisms in place, and be co-operative in the regular audits to be conducted jointly by CSCSE and NCEE.

Selection criteria for Chinese students

14. The programme will be provided to both planned and "off-quota" students. Entry requirements will include English language test, National College Entrance Examination score and interview.

Timeframe

15. CSCSE and NCEE have agreed the timetable as follows
 - 1) Call for expressions of interest;
 - 2) Start to deliver leadership development programme in China by the end of March, 2016;
 - 3) Start to deliver teacher training in China by April 2016;
 - 4) First intake of students start in September 2016.

Contact points

Keith Burnley, CEO, NCEE keith.burnley@ncee.org.uk

Erica Brice, Project Manager, NCEE Erica.Brice@ncee.org.uk

Ceri Nursaw, Deputy CEO, NCEE Ceri.Nursaw@ncee.org.uk

Zhang Jing, Chief Representative, NCEE China, jing.zhang@ncee.ac.cn

Sarah Liu, Project Manager, NCEE China, sarah.liu@ncee.ac.cn