

# NCEE 2+2 Enterprise Programme



# Aims of the Enterprise Programme

The principle aims of the programme are to:

- Develop Enterprising graduates, well qualified for creating and sustaining their financial independence through the application of their own ideas and effort
- Provide specialized Enterprise Education accessible to students from a wide range of disciplines.

# The proposed curriculum structure enables the course to meet its aims by providing:

- A coherent strand of Enterprise units which introduce the key concepts in order to raise the individual's Entrepreneurial Awareness, their Entrepreneurial Mind-set and their Entrepreneurial Capabilities. In order that by the time they complete their journey they will be able to demonstrate high levels of Entrepreneurial Effectiveness.
- The programme will increasingly focus on the **solutions** offered to business by Entrepreneurial activity. Moving away from a theoretical or intellectual approach to a **practical and output** driven approach to Entrepreneurship

# By providing;

- A coherent set of integrated units which develop core Entrepreneurial skills.
- An integrative approach to the development of skills throughout the programme in line with the QAA framework for skills development enabling the development of reflective practitioners, able to demonstrate the appropriate behaviors, attributes and skills of a successful entrepreneur.

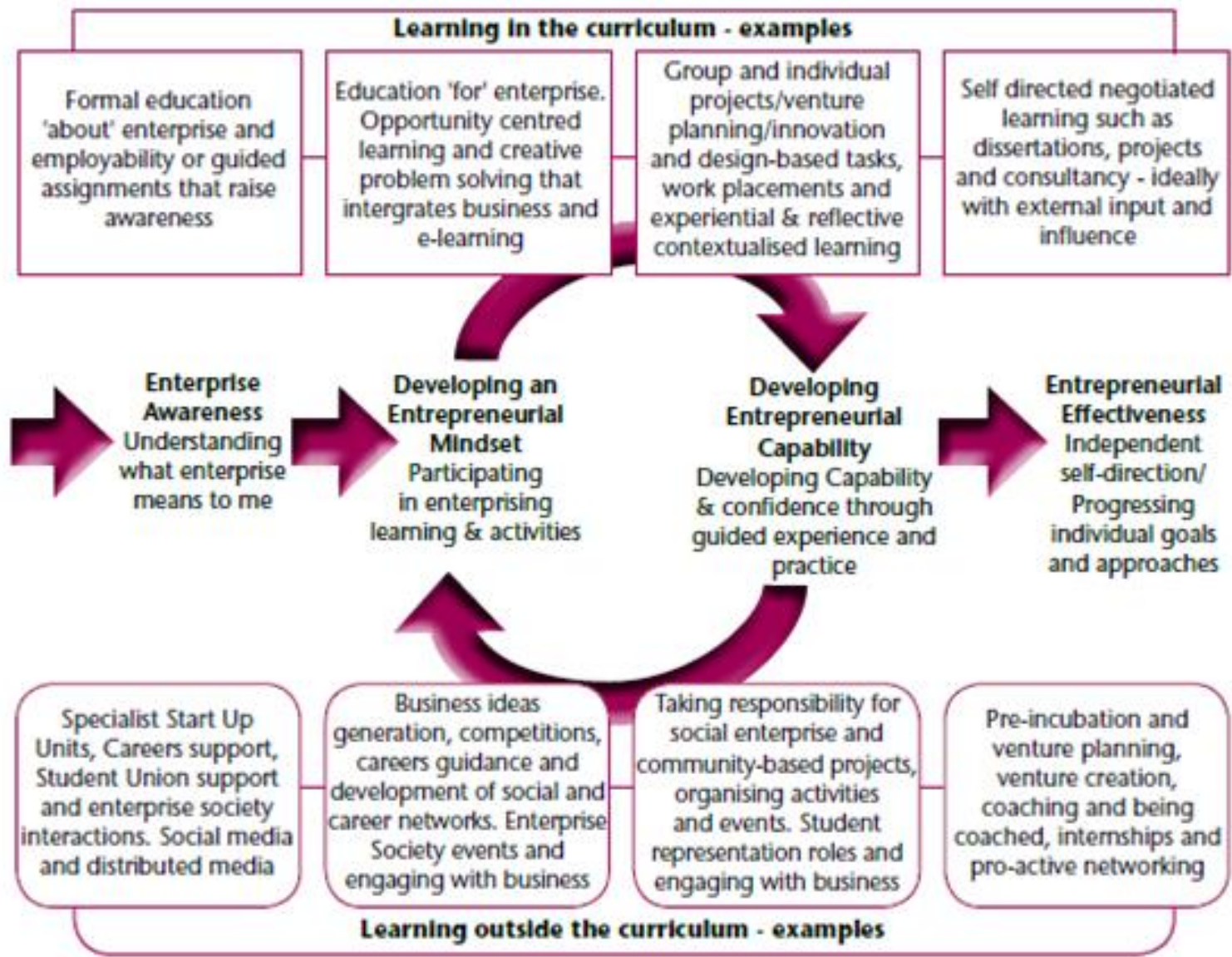
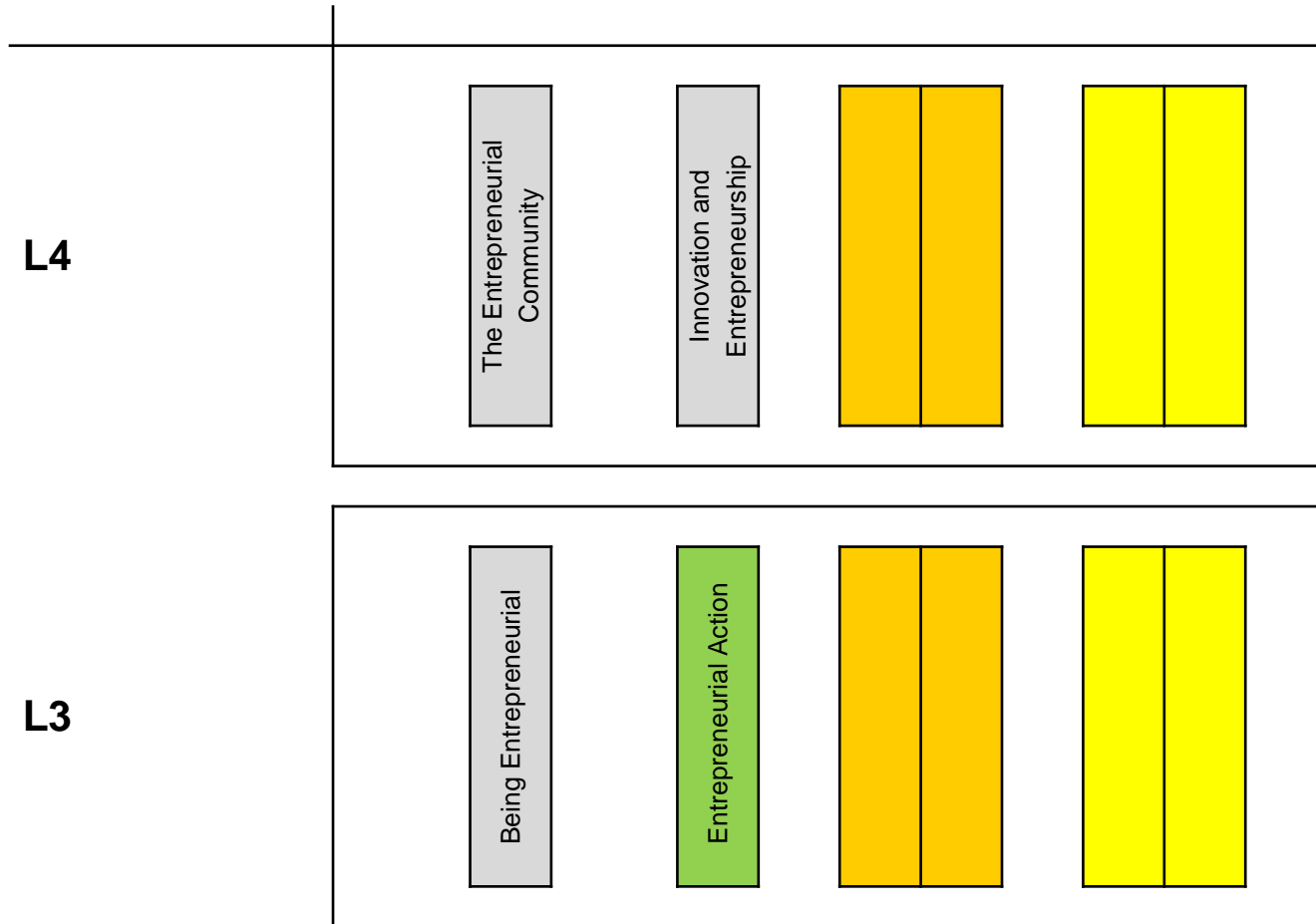


Figure 1: Developing entrepreneurial effectiveness

# Possible L3 & L4 structure



# Possible Level 3 & 4 modules;

- ***Level 3***
  - 20 credits or 40 credits
- ***Level 4***
  - *20 credits or 40 credits*
- Depending on the requirements of the UK main award so modules may need to be reordered or revised.

# Level 3

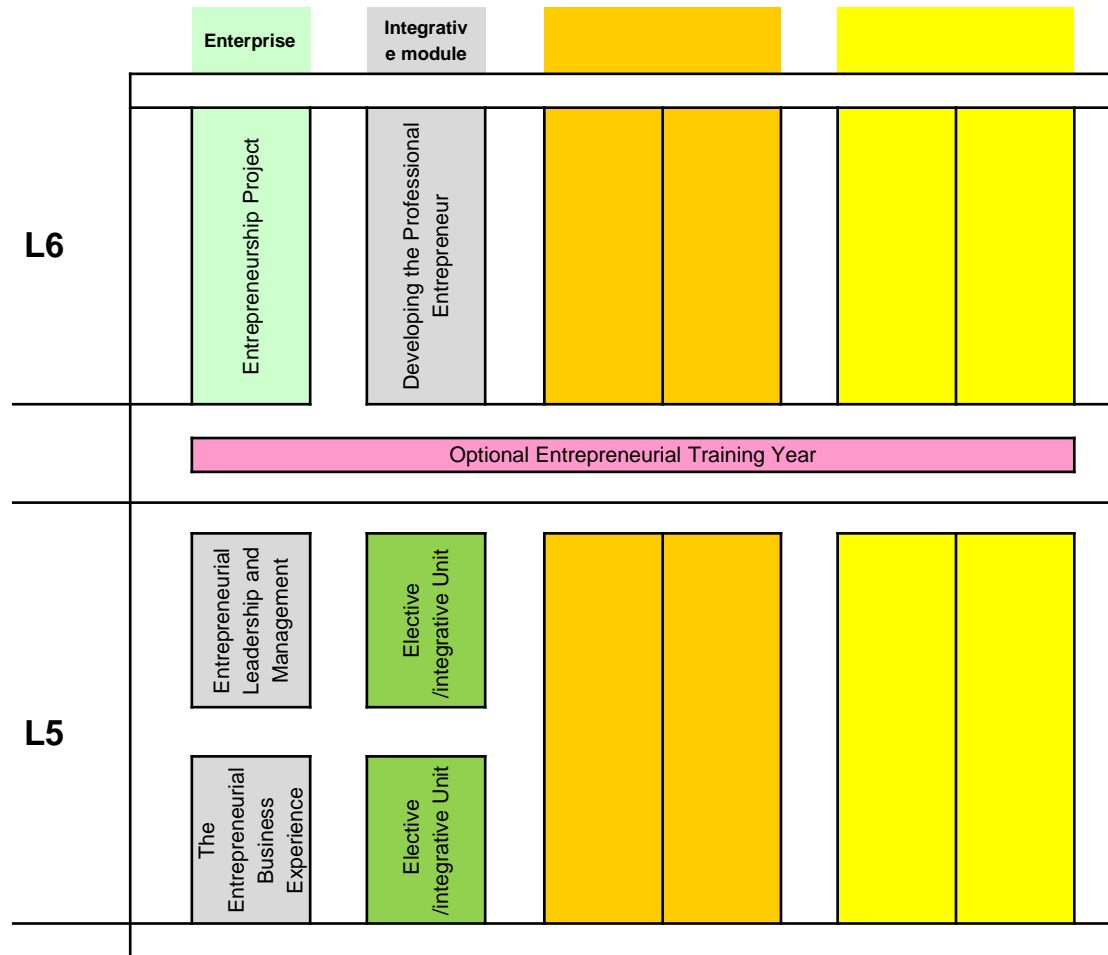
- ***Being Entrepreneurial (20 credits)***
  - This is the introductory module to the programme where students will learn about Enterprise.
- ***Entrepreneurial Action (20 credits – option)***
  - The module aims to provide you with the opportunity to engage in an entrepreneurial activity to allow you to apply the learning from your other enterprise strand modules.
  - In this module you will organize an event for your community to showcase local entrepreneurs and their businesses.



# ***Level 4***

- ***The Entrepreneurial Community (20 credits)***
  - In this module the student will be introduced to the Entrepreneurial Process and be prepared for Enterprise
- ***Innovation and Entrepreneurship (20 credits)***
  - In this module the students will be introduced to the importance of innovation and creativity to the entrepreneurial success of any venture.

# Possible L5 & L6 structure



# *Level 5*

- ***The Entrepreneurial Business Experience (10 credits)***
  - In this module the Business Models introduced at Level 4 will be developed and the Start-up process will be introduced.
- ***Entrepreneurial Leadership and Management (10 credits)***
  - In this module the challenges associated with balancing leadership and management within an entrepreneurial venture are explored

# ***Level 6***

- ***Entrepreneurship Project (20 credits)***
  - In this module the student should reflect on their learning from their “Training Year” and explore this in an academic context
- ***Developing the professional Entrepreneur (20 credits)***
  - In this module the student will be invited to reflect upon their whole journey and the skills, attributes and behaviors that they have seen grown and become established.

# Enterprise and Innovation

- We start from a good position;
  - Collectively many years of designing and developing innovative taught programmes
  - Many years of working with international students
  - Increasing knowledge of what successful entrepreneurs need to maximise their chances of success
  - Partnerships committed to success

# Terms

- Enterprise
- Entrepreneurship
- Innovation
- Employability
- Start-up
- Creativity
- Problem-solving
- Real-world

**Entrepreneurial Mindset**

*Entrepreneurial Graduates*

*Not just*

*Graduate Entrepreneurs*



# **Enterprise and entrepreneurship education:**

**Guidance for UK higher education providers**

September 2012

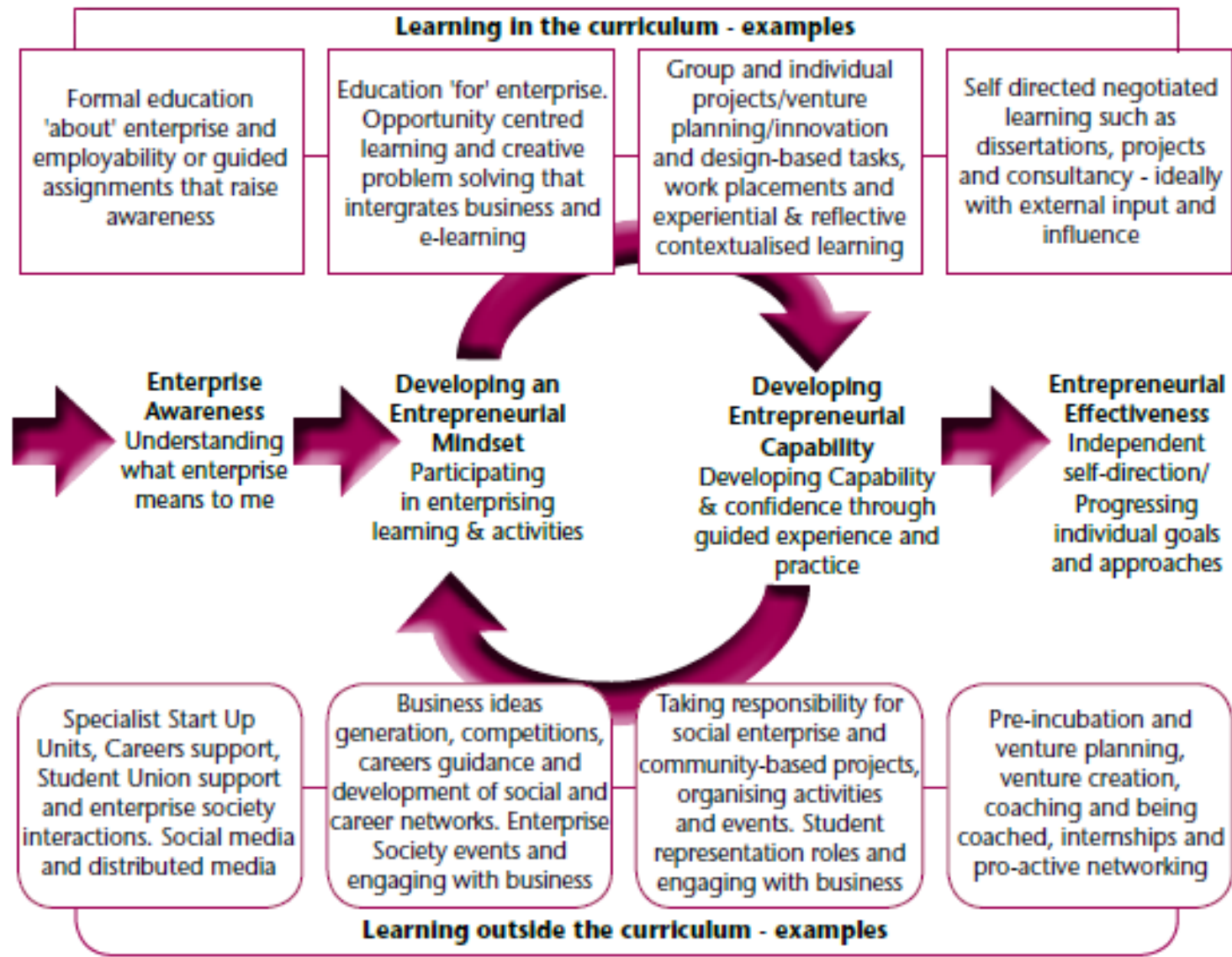
# What do entrepreneurs need?

- Courses will focus on creating enterprising mind-sets in graduates and help them to discover what it is to be enterprising, as well as offering insights into being an entrepreneur.
- These courses will be delivered via experiential learning opportunities that engage and enhance the student's abilities and skills, set within a meaningful and relevant context.



# and

- They will challenge the student to think about the future and visualise opportunities.
- Learners will typically be engaged in scenarios that challenge their thinking and make explicit the need for creativity and innovation.
- As with all academic disciplines, practice should be underpinned by theory, so an ideal combination is to include learning both 'about' and 'for' within the curriculum.



# In addition

- Pedagogies need to be appropriate for the stage of the learner's development
- Progressively developing the autonomous learner – therefore Level 3 will be more didactic than level 6 which will be very student led and preparing for the transition to possible self employment

# Supported by

- Business simulations
- Role plays
- Projects
- Live briefs
- etc