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Centre for  
Entrepreneurship  
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Entrepreneuriaeth

# Fit for the Future: Developing Enterprising Mindsets in Higher Education

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# Enterprise Education & Mindset

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**Enterprise education** and building an **Enterprising mindset** is important to all students, not just those that wish to set up their own business.

**Self awareness** and the ability to **lead self and others**. Developing a **vision** for the future, and using **creativity** to **plan** and work towards that vision. These are all enterprising qualities.

**Students don't have to set up their own business to make use of their enterprise skills; many employers look out for graduate recruits with these qualities.**





# Ruby Harry Designs – Ruby

- Fashion Student
- 20 years old
- Started with a vision for 1 off upcycled fashion
- Responded to the ‘need’ for masks.
- Has developed thriving accessory business, and now returning to the vision, with the time and revenue and customer base to support it
- @rubyharrydesign



# ‘Enterprising mindset for all, Entrepreneurship for some’

**Enterprise activities** allow all students to develop

- Creativity,
- Leadership,
- Innovation,
- Negotiation
- Confidence;

All of these attributes are highly valued across various work contexts.

‘Enterprise and Entrepreneurship Education provides interventions that are focused on supporting behaviours, attributes and competencies that are likely to have a significant impact on the individual student in terms of successful careers, which in turn adds economic, social and cultural value to the UK.’ ([QAA Enterprise and Entrepreneurship, 2018](#)).



- 1) Commercial Awareness
- 2) Communication
- 3) Teamwork
- 4) Negotiation and persuasion
- 5) Problem solving
- 6) Leadership
- 7) Organisation
- 8) Perseverance and Motivation
- 9) Ability to work under pressure
- 10) Confidence



# ‘Enterprising mindset for all, Entrepreneurship for some’

**Enterprise is embedded within the curriculum through:**

- Incorporating activities that develop relevant skills
- Enterprise education is characterised by 'learning by doing', problem solving, and collaboration
- Often uses employers or other externals for real-world challenges in the curriculum

**Enterprise is also offered as an extra curricular option though:**

- Open Challenges
- Competitions
- Student led Societies such as Enactus

# ‘Nurturing Entrepreneurs’

## Entrepreneurship in the curriculum:

- Some courses particularly in Creative industries embed entrepreneurship into the curriculum as part of professional practice.
- Stand alone Entrepreneurship Courses and optional modules
- Enterprise placement options

## Entrepreneurship outside the curriculum:

- 1-2-1 support and mentoring
- Workshops, masterclasses, guest entrepreneurs
- Funding
- Space to develop and start businesses
- Networking opportunities



# Youth Entrepreneurship Funding

“To develop and nurture self-sufficient, entrepreneurial young people in all communities in Wales, who will contribute positively to economic and social success”

1. **Engaging:** Promote the value of entrepreneurship; develop awareness and raise aspiration
2. **Empowering:** Develop skills, knowledge, experience
3. **Equipping:** Nurture and support to start up and grow their business
4. **Enabling:** Mobilising business, delivery partners, educators to encourage entrepreneurship





Gyda'n Gilydd Ar-Lein  
i Sbarduno Menter

WYTHNOS  
CYCHWYN  
BUSNES  
YR HAF

SUMMER  
START-UP  
WEEK

Together Online  
it's Start-Up Time



STARTUPWEEK2020





# Thank you

## Contact details

## Resources

- Enterprise Educators UK
- ETC Toolkit – enterprise case studies and teaching guides
- QAA – Enterprise and Entrepreneurship, 2018
- Entrecomp Framework



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# What is an Enterprising Mindset?

## Becoming:

- Self-aware of personality and social identity
- Motivated to achieve personal ambitions and goals
- Self-organised, flexible and resilient
- Curious towards new possibilities for creating value
- Responsive to problems and opportunities by making new connections
- Able to go beyond perceived limitations and achieve results
- Tolerant of uncertainty, ambiguity, risk, and failure
- Sensitive to personal values, such as ethical, social, diversity and environmental awareness.

‘Students should be encouraged to develop self-awareness of their own enterprising and entrepreneurial capabilities, as well as the motivation and self-discipline to apply these flexibly in different contexts to achieve desired results.

This might include recognising themselves as a person who is creative or resourceful; who can translate ideas into actions; or who is prepared to challenge assumptions through critical investigation and research’.

QAA Enterprise & Entrepreneurship, 2018