

Workshop 1 / HIGHER EDUCATION: Developing the Entrepreneurial Mindset

Introduction

Laurent DEGROOTE

Vice Chairman of the Lille Chamber of Commerce and Industry

Welcome to like entrepreneurship, the European forum for sharing entrepreneurial best practices. This forum also provides an opportunity to build long term relationships.

The first workshop is meant to create a link between the academic and the business world.

Michel de KEMMETER

UHDR, Belgium

Participants will share their experiences by giving a brief presentation. They will then each join a roundtable group to lead an exchange of ideas. Following this debate, each group will put forward an action plan for stimulating entrepreneurial spirit.

Our experts will be giving five-minute presentations on the best entrepreneurial practices, and on how to bring entrepreneurship to schools. Each table, headed by one of the speakers, will then share their thoughts for a viable action plan.

Experience from all over Europe

Master's in Entrepreneurship, EDHEC

Tawhid CHTIOUI

EDHEC Lille, France

In order to start up a university course teaching entrepreneurship, this term should be defined in relation to the needs of the current market. Experienced managers believe that an entrepreneur must anticipate, stimulate and manage change and not just react to it. Starting up in business is about creating as well as having the ability to innovate and develop a project inside an existing business. **Currently, entrepreneurial training is general when it should be specialized** in the future entrepreneur's area of business. An experienced entrepreneur should play a part in this training which should be focused on contents as well as on a process, a methodology (*soft skills*).

A Masters in Entrepreneurship from EDHEC provides students with the overview needed for entrepreneurship through three teaching units:

- creating businesses or projects: legal framework, business planning, strategy, and Business incubation project
- project management and optimization

- development and transformation of an established business.

Entrepreneurs share their experience in a seminar; a personalized module identifies and develops the skills of each student.

The Start Academy

Jean-Claude ETTINGER

Solvay Business School, Belgium

The Start Academy consists of a competition between several business plans. It awards prizes to the best ones, and also, by using workshops, aims to train all the participants in entrepreneurship. The seven finalist teams attend a residential seminar, where a coach helps them to finalize and present their business plans. The teams comprise between two and four higher education students from any discipline. Multidisciplinarity of the teams is expected though. The jury is composed of people from the field. The projects equally concern the commercial and non-commercial sectors. The competition is tough so that the students' attention is constantly kept high and the genuine stress of the market is reproduced. We do not train entrepreneurs but **we successfully involve students who had not considered setting up businesses.**

Dr Emer NI BHRADAIGH

Fiontar Business School, Dublin City University, Ireland

Entrepreneurship is not only for business and management schools. It needs to be normalized within the other sectors; from science to the humanities to nursing schools. Each sector of society from the non-profit sector to carpenters, plumbers, and so on, needs entrepreneurship; therefore each university program should include it. Educators should encourage risk-taking, and emphasize practical versus theoretical approaches.

There are three types of entrepreneurship education. The first is theoretical; this includes the statistics, survival rates, psychological traits and behavior of entrepreneurship. The second teaches how to be entrepreneurial, regardless of your field or organization. The third teaches how to set up a business. This emphasizes practical, experiential education, choosing between conflicting pieces of advice and learning how to act under stress.

Entrepreneurship education is about providing students with practical tools for resolving problems and making decisions. Music students for example, learn how to be successfully self-employed, multimedia students learn how to set up micro-organizations. We also need to normalize entrepreneurship education in the minority language groups, as is the case at Dublin City University.

Organization for Economic Cooperation and Development (OCDE)

Jonathan POTTER

OCDE, United Kingdom

The OECD aims to promote the sharing of economic and social best practice between countries. It has published two works on university courses for teaching entrepreneurship, from which four recommendations emerge.

The first and foremost is that a university should have a strategy for teaching entrepreneurship, while thinking of it as more than just a way of thinking about creating businesses. Human and financial resources should be allocated and it should, when possible, become self-funding. The university must, moreover, build links with other public bodies to which the students can have access.

The teachers concerned should have received specialized training.

Incentives and rewards should be put in place.

It is necessary for the impacts of such teaching to be assessed.

Simone BALDASSARRI

European Commission, Belgium

Entrepreneurship education doesn't have a large enough presence in university programs outside of business schools. More than half of all students don't receive entrepreneurship education. A lot needs to be done in Europe to change this.

Entrepreneurship education is still young. There are no set teaching strategies, and less than a third of all teachers possess entrepreneurial experience, therefore we also need to improve their competences. Teaching needs to be practical and interactive, as well as bring together different fields.

The main issue is the lack of dedicated funding. The demand for entrepreneurship education is growing but because it is practice-based, it is very expensive. This is where governments are important. We need to provide incentives for teachers that are not based on research and publication, and which allow mobility between businesses and teaching positions. It is important to have a national strategy involving inter-ministerial collaboration. Entrepreneurship education also needs to span all levels of education, not just higher-level. The best entrepreneurship programs are those that include it in their mission statement.

Ted VICKEY

Fitwell, USA

I'm an entrepreneur. I set up my first company in Washington, then went to Dublin to study. At 24, my first client was the White House. I sold my company in 2001, wrote three books, then joined the board of directors for the American Council on Exercise (ACE). I learned how to be an entrepreneur outside of school.

Interactivity is key in classrooms. Internet, file-sharing, Twitter-based classes, projects...we need to rethink textbooks, and focus on real-world experience.

Action plans for stimulating entrepreneurial mindsets

Michel DE KEMMETER

Please develop a concrete action plan to develop and stimulate entrepreneurial mindsets.

[Following working in sub-groups, several actions were proposed.]

Feedback Group Jonathan POTTER

- Think tank team to consider promoting entrepreneurship in universities
- Integration of entrepreneurship teaching in each discipline

- These two proposals will be made compulsory by European directives

Feedback Group Jean Claude ETTINGER

- Structures supervising the creation of businesses in universities
- Communication campaign to the general public about entrepreneurial mindsets
- Identification and development of passions underpinning entrepreneurial mindsets
- Collective creativity sessions in higher education

Feedback Group Dr Tawhid CHTIQUI

Aimed at fifteen year olds, in an educational or associative environment:

- *Business games* based on the theme of entrepreneurship
- Meetings with entrepreneurs in lycées
- Video games based on the themes of creation and entrepreneurship

Feedback Group Ted VICKY

We need to change the culture; entrepreneurs don't just make money. We should create long-term plans, and encourage exchange between entrepreneurs and university professors.

Feedback Group Philippe VANRIE

We need to rock the university system; get teachers who are entrepreneurs themselves; create open clusters; start with the kids, and recalibrate theoretical versus practical education.

Feedback Group SIMONE BALDASSARRI

Students should get practical education, and get feedback from real entrepreneurs; we need to raise awareness amongst teachers, and teach people to learn from their mistakes.

Michel DE KEMMETER

Thank you everyone. Everything will be posted online.