



Institute of Food and Resource Economics



Stimulating nascent entrepreneurship skills through **Project in Practice in Your Own Idea**

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Content

- The development of extracurricular entrepreneurship activities at UCPH
- The UCPH Innovation Hubs
- The Project in Practice in Your Own Idea since 2017
- Experiences from the first 1½ year



The historical develop of UCPH's student incubators (Innovation Hubs) activities

- 2007-2010:
 - Small-scale external funded faculty-level projects during
 - Limited academic staff involvement
 - Student incubator at Faculty of Science
- 2010-2013:
 - Two large-scale externally funded, cross-faculty/inter-university projects (UCPH, CBS, DTU)
 - More academic staff involvement
- 2014-2017:
 - Large-scale UCPH innovation and entrepreneurship educational development program;
 - 100% UCPH funding; central support staff
 - New Innovation Hubs a Faculties of Health and Humanities (rebranding of student incubator concept)
- 2018-2019:
 - Increasing alignment/integration/collaboration across the three UCPH Hubs
 - Increasing academic staff involvement
 - Increasingly faculty-level funded



The UCPH Innovation and Entrepreneurship homepage



Innovation and Entrepreneurship

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INSERT YOUR IDEA HERE

Be part of UCPH Innovation Hubs [READ MORE >](#)

FOR STUDENTS

Do you dream of becoming an entrepreneur? Are you full of ideas or do you want to be part of a team with a great idea? [Read more here](#)

FOR TEACHERS

If you want to integrate innovation in your teaching our innovation consultant are here to help you. [Read more here](#)



you full of ideas or do you want to be part of a team with a great idea? Read more here.



Our innovation consultant are here to help you. Read more here.



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UCPH Innovation Hub

FOLLOW SUND HUB

SUND Hub is located at the Faculty of Health and Medical Sciences at UCPH. Follow SUND Hub on Facebook



FOLLOW SCIENCE HUB

SCIENCE Hub is located at the Faculty of Science at UCPH. Follow SCIENCE Hub on Facebook.



FOLLOW HUMAN & LEGAL INNOVATION

Human & Legal Innovation is located at South Campus. Follow Human & Legal Innovation on Facebook



The services offered by the SCIENCE Innovation Hub

- Basic services (incubuation)
 - Office space with 24/7 access
 - Meeting and kitchen facilities
 - Hub community thematic meetings (monthly)
 - Supervision/sparring by staff and external experts
 - Ideation, Funding, Pitching, Mentoring workshops/training
- Curricular-related services
 - Project in Practice (internship) in a start-up in the Innovation Hub
 - **Project in Practice in Your Own Idea**
 - Business boost (commercialization element add-on to MSc thesis)
 - Collaboration with educators (workshops: business models development, pitch training and pitch competition; start-up cases; carers inspiration)



Project in Practice in Your Own Idea

- Based on well-established *Project in Practice* ECTS-granting course option used for internships in private or public organizations
- 2017 – option to do Project in Practice as ‘intern’ *in your own start-up* established
- Linked to enrolment as incubatee in one of the three UCPH Innovation Hubs (student incubators)
- Two elements:
 - Project in Practice course offered by academic department who earns the **ECTS** (basis for department funding)
 - Business development training program and mentorship/supervision provided by Hub staff (as **extracurricular activity**)



Curricular element

- 15 or 30 ECTS project activity
- Written report and oral exam/defence
- Graded on the normal grading scale (not +/- passed)



Extracurricular element

At the SCIENCE Innovation Hub the Project in Practice in Your Own Idea involves:

- A targeted course focused on strengthening **competences in innovation and entrepreneurship**. This course runs every block so it is flexible and easy to get started (5 x 2½ hours)
- Receive **sparring** on how to move from idea to business (including peer feedback)
- Learn **business development methods** such as Business Model Canvas and customer interviews
- Individual **coaching** tailored to your idea on an ad hoc basis



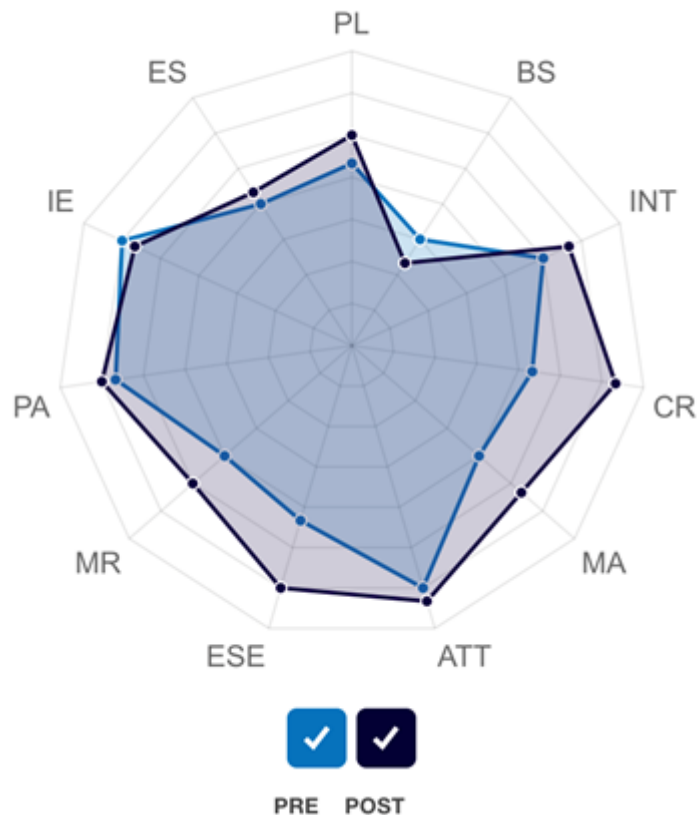
Outcome

By doing a Project in Practice in SCIENCE Innovation Hub, you are strengthening:

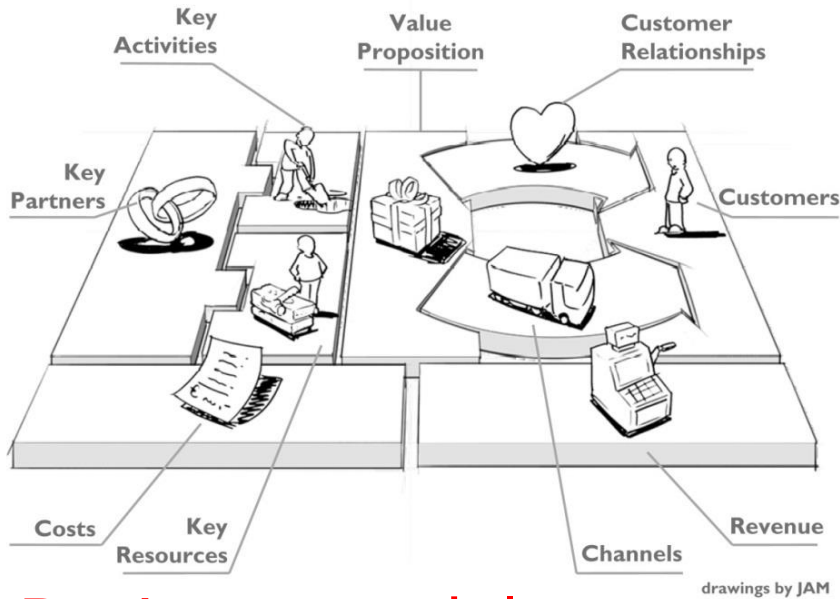
- Your skills in analysing the problem behind your idea
- Knowledge about business development and innovative methods
- Competences in project management
- Entrepreneurship on your CV
- Your network



Octoskills framework - Knowledge, Skills and Competencies

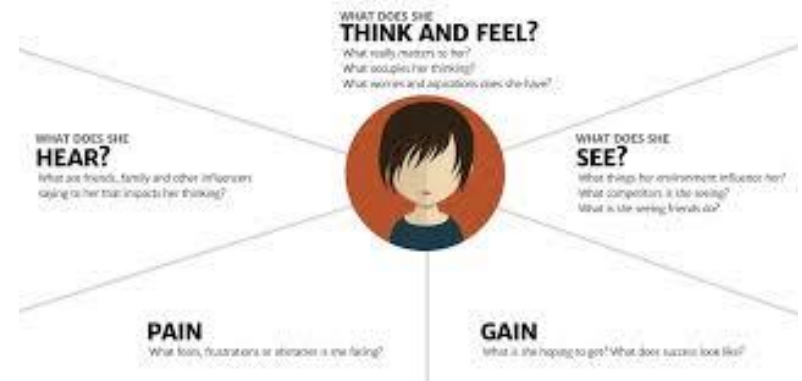


- Planning (PL)
- Business skills (BS)
- Entrepreneurial intentions (INT)
- Creativity (CR)
- Managing ambiguity (MA)
- Entrepreneurial attitudes (ATT)
- Entrepreneurial self-efficacy (ESE)
- Managing resources (MR)
- Proactiveness (PA)
- Innovative employee (IE)
- Action-oriented skills (ES)

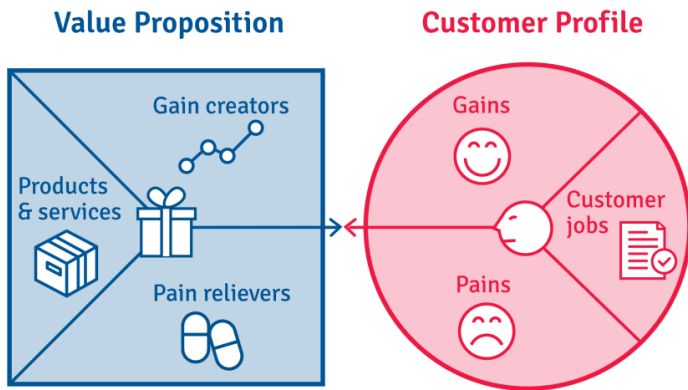


Business model canvas

Business development Tools

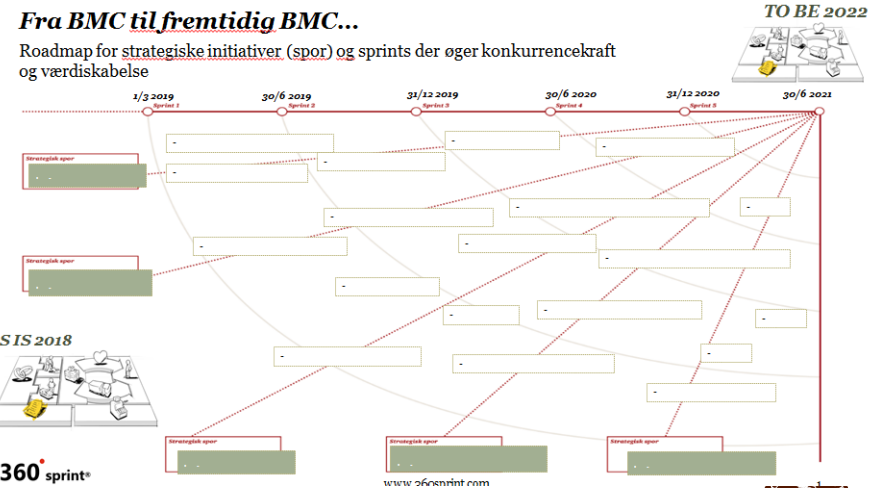


Empathy map canvas



Value proposition canvas

Place, date, unit, occasion etc.
Slide 12



Strategy map canvas



Extracurricular 5-weeks business development program (5 x 2½ hour)

- Workshop 1
 - Intro to Business Model Canvas
 - Evaluating entrepreneurial competencies
- Workshop 2
 - Value proposition design, customer mapping
 - Inventor advisory service (Technological Institute)
- Workshop 3
 - Introduction to user/customer testing
 - Empathy map
- Talking to humans
 - Evaluation of user/customer testing
 - Refinement of Business Model Canvas
- Workshop 5
 - Planning and execution
 - Business Model Canvas
 - Strategy Road Map



Experiences during first 1½ year - motivations

- Students
 - Develop a new or existing business or social enterprise idea
 - Help students connect to a practice field
 - Develop professional network
 - Enhance employability
 - Gain business understanding
- Academic staff
 - Source of new research questions (when practice meets theory)
 - What to learn about commercialization
- University-level
 - Meet students' demand for entrepreneurship
 - Re(generate) students' motivation (reduce dropout)
 - Alternative way of teaching entrepreneurship (accommodate different learning style)
 - Legitimizing the university role in society (employability, relevance, external collaboration)



Experiences during first 1½ year - content and supervision

- Difficult to ensure/justify a certain level of (relevant) scientific content a priori (the process may develop in many unforeseen way; ventures have different technology level; students' ideas are more or less developed, ...)
- Scientific dimension over-emphasized in Project in Practice – but that is what the supervisors know and what makes them safe
- Successful student experience requires very open-minded and flexible academic supervisors
- Uncertainty about the entrepreneurship element among academic supervisors managed through intro meeting, well-designed (clear process and 'institutionalized' methods) extracurricular program



Experiences during first 1½ year – learning goals and exam format

- Formal learning goals are focused on **analysis** – host organization, education, self
- Extracurricular activity is focused on **action/creation** – developing a business model, interacting with customers and stakeholders
- Report and oral exam managed by department supervisor is focused on “**applying theory and methods from their study programme**” (curricular element) – entrepreneurial experience not explicitly addressed
- Lack of **alignment** between activity and exam
- **Uncertainty** about report content and format frustrates students
- **Conflict** between immersing fully into the entrepreneurial experience and adopting the usual ‘pass the course’ behaviour



Experiences during first 1½ year - limited reflection

- The **personal reflection** dimension is time consuming and difficult – a missed opportunity in relation to personal development
- Concept of '**hypothesis testing**' in 'Lean start-up' and other approaches fits well with the critical reflection concept
- Need to identify easy to manage personal reflective 'tool'





Place, date, unit, occasion etc.
Slide 18

