

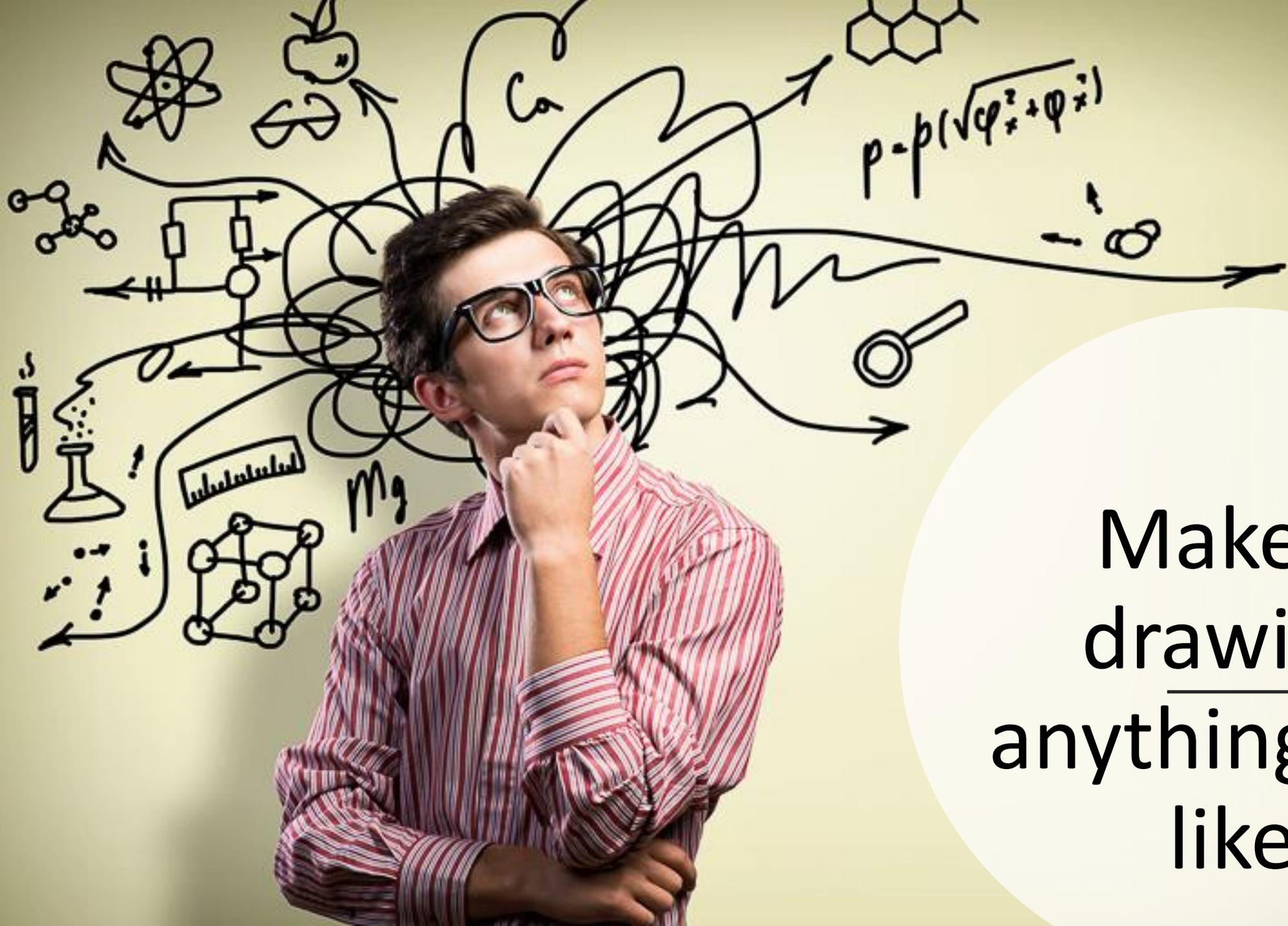
Teaching value-creation: how to empower students to change the world?

ICA-Edu Colloquium 2019
Yvette Baggen



This presentation

- Introduction Centre for Entrepreneurship Utrecht University
- Entrepreneurship education in practice:
 - Foundation of our approach
 - The activities: teacher workshops, SIG meetings and e-learning
- Dilemma's – stimulating entrepreneurial universities



Make a
drawing
anything you
like

Make a drawing – anything you like

1. Exchange your drawing with your neighbor
2. Add a title
3. Explain to your neighbor

Set the stage: entrepreneurship education

It's a wicked world.

We need people to *do something*.

Entrepreneurship education is about
connecting, joy, and experiencing
the (real) world.



Our team: Centre for Entrepreneurship



Erik Stam



Jelle Kok



Rianne Poot



Niels Bosma



Manon de
Lijster

The Utrecht Approach

University-wide entrepreneurship:
new value creation with
(inter)**disciplinary knowledge** and
entrepreneurship

The **Utrecht Centre for
Entrepreneurship** is a catalyst,
developing an entrepreneurship
curriculum **with & for all faculties**



The Utrecht approach: Teachers

- Workshops
 - Basics
 - Deep-dive workshop
- E-learning with tools & ideas
- Special Interest Group at university-level



Entrepreneurship Education in practice

Foundations underlying our approach

Gulikers, J., Baggen, Y. Lans, T., & Christoffels, I. (2019). Leren voor breed ondernemerschap: Analyse van leeruitkomsten en leeractiviteiten. Eindrapportage NWO-PPO overzichtsstudie 405-17-715.

What
entre
educ

Laund
entrep



How-question behind entrepreneurship education

Effectuation theory (Sarasvathy, 2001)

- Effectuation versus causation

Education characterized by...

- Process of opportunity identification, evaluation and exploration
- Uncertainty
- Experimenting
- Risk-taking
- Learning-by-doing

Stimulating entrepreneurial mindset & embracing learning surprises



Three conditions EE Programs where...

... students can go through the entrepreneurial process of creating **opportunities**, evaluating opportunities and taking action – in non-linear form.

... **authentic** tasks are central and several outcomes are possible.

... students design an **artefact** that is valuable to someone else.



Entrepreneurship Education in practice

Teacher Workshops, SIG meetings and e-learning

Teacher workshop: goals

At the end of the workshop we hope our teachers are able to:

- Understand what Entrepreneurial Education is about
- Define differences in classical and entrepreneurial education
- Assess whether they want to incorporate entrepreneurial elements in their courses.

Exercise Value creation

- Start of the workshop
 - 10.000 Euros to develop a product or service that helps a specific group in society and relates to your academic field
 - 15 minutes
 - Team
 - 1 minute pitch
- Experience the entrepreneurial process of opportunity identification, prototyping and pitching



Canvas

Design principles for entrepreneurship education



Entrepreneurship Education Canvas

Task

Authentic tasks with several outcomes

Entrepreneurial process

Going through the entrepreneurial process of creating opportunities, evaluating opportunities, and taking action

Environment & relationships

Designing an artifact that is valuable to others

Special interest group (SIG)

- 30 members across all faculties
- Main goal: Inspiration, exchange of ideas

News



1 MAY 2019
Top researcher and Spinoza prize winner receives € 50,000 award for innovative education



28 MARCH 2019
Masterclass U-Talent: Changing the world with Social Entrepreneurship



19 FEBRUARY 2019
Gaining entrepreneurial knowledge: Winterschool 2019



4 FEBRUARY 2019
Students develop 'sustainability games'

Events

15
MAY

15 MAY 2019 13:00 - 17:30
Academic Workshop on Entrepreneurial Ecosystems

16
MAY

16 MAY 2019 15:00 - 17:00
Microcredentials: dr. Rick West at SIG Entrepreneurship Education

20
JUN

20 JUNE 2019 08:30 - 23:00
Social Entrepreneurship Festival 2019

4 - 11
JUL

4 JULY 2019 09:00 - 11 JULY 2019 17:00
Selling your Science

E-learning Lifelong learning platform

The screenshot shows the user interface of the Lifelong Learning platform. At the top, the header includes the Universiteit Utrecht logo and the text 'Universiteit Utrecht | Lifelong Learning'. On the right, there are notification and chat icons, and the user's name 'Yvette Baggen' with a profile icon. Below the header, the course title 'Turning Ideas into Action: Entrepreneurship Education' is displayed in a pink font, accompanied by a settings gear icon. A navigation bar contains links for 'Overview', 'Course info', 'My Peers', 'Schedule', 'News', and 'FAQ'. The main content area is divided into two sections: 'Welcome' and 'Why Entrepreneurship Education?'. Each section has a '0% complete' progress indicator in the top right corner. The 'Welcome' section contains three cards: 'Introduction' (with a book icon), 'How can you get the most from this e-learning?' (with a book icon), and 'Glossary' (with a book icon). The 'Why Entrepreneurship Education?' section contains six cards: 'Why does the world need entrepreneurs?' (with a play icon), 'What does an entrepreneur do, actually?' (with a star icon), 'Broad entrepreneurship' (with a book icon), 'How do students develop an entrepreneurial mindset?' (with a play icon), 'But where should I start as a lecturer? What do I know about entrepreneurship?' (with a play icon), and 'Mindmap' (with a star icon). Each card features a yellow progress bar at the bottom and a speech bubble icon with the number '0'.

Entrepreneurship Education in universities

Dilemmas

Key take-aways

Entrepreneurship education is about **connecting, joy, and experiencing** the (real) world.

- Keep it simple
- Start small
- Make contact with teachers & invest in relationships
- Just do it!



Thank you!

- In case of any questions, please don't hesitate to contact me: y.baggen@uu.nl
- Please visit our website: <https://www.uu.nl/en/events/meeting-sig-entrepreneurship-education>









Double Mission

Talent

Entrepreneurial attitudes and skills are essential for all students to contribute to society with their disciplinary knowledge

Tackle societal challenges

Solving societal problems and realizing sustainable development in an entrepreneurial way



Film: Entrepreneurship at Utrecht University



Utrecht University

CENTRE FOR
ENTREPRENEURSHIP



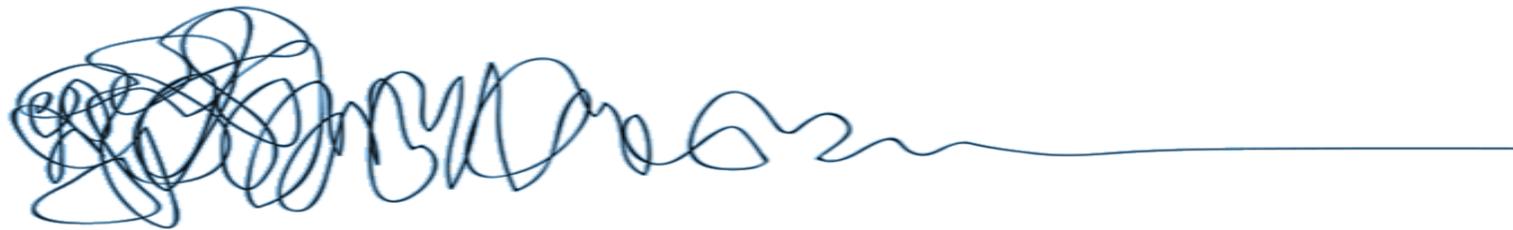
Our view on Entrepreneurship

Entrepreneurship

When you act upon **opportunities** and ideas and transform them into **value** for others. The value that is created can be **financial, social, or cultural**.

Entrepreneurship education

Contents, methods and activities that support the development of **motivation, skills** and **experience**, which make it possible to be **entrepreneurial**, to manage and participate in **value-creating processes**.



(Moberg, 2014)

The Utrecht Approach: Students

Centre for Entrepreneurship as a catalyst: developing an entrepreneurship curriculum **with & for** the 7 Faculties; **bottom-up** developmental, T-shaped

- Entrepreneurial attitude & skills relevant for all disciplines
- Embedded in 'local' curriculum

Strong and connected curriculum of Masters & Minors on entrepreneurship

- Minors connected to all fields of study in university
- Specialty master programmes for those students looking for more depth and specialization.