Employability in Action: Opportunities for Developing the Student Experience

Ulster University Employability Conference, 6th May 2015

Janet Coulter
Supporting the Student Experience by Developing Student Entrepreneurs

Janet Coulter
Director of Academic Enterprise
Faculty of Art, Design and the Built Environment
Supporting the Student Experience by Developing Student Entrepreneurs

• **Janet Coulter:** – Perspectives on supporting student entrepreneurship experience

• **Dr. Paul Beaney:** the importance of staff engaging with companies & what makes an entrepreneuring student. University Resources & Support for business start-up

• **Kyle Gawley:** Case Study – Student Start-Up to successful business. Skills that employers look for and why.
Entrepreneurial

Seeing things differently

Photo: Dominic Wilcox
Ensuring that our subject areas meet the needs of employers

Need to provide entrepreneurial opportunities linked to our own programmes
Challenges with introducing enterprise & entrepreneurship into the curriculum

• It does not fit into traditional academic discourse
• Huge disparity in staff perspectives for delivering
• Most academics prefer to teach their own research
• There is a limited amount of time in curriculum
• Some students are not interested or suited to being enterprising or entrepreneurial
Importance of introducing enterprise & entrepreneurship into the curriculum

Provides opportunities and motivation for students to:

• work creatively
• research and develop ideas
• develop critical thinking skills
• Manage time

………..

Janet Coulter
Importance of introducing enterprise & entrepreneurship into the curriculum

Provides opportunities and motivation for students to:

• Assess their tolerance to risk

• Develop confidence in their own abilities

• Work in unfamiliar environments

• Respond to unexpected events

• Understand their own capabilities & personality traits
Staff in some disciplines may be less well equipped to deliver the business/financial knowledge required to set up a business

However...
Finding ways to support students in these skills empowers them to seek out and take advantage of other opportunities
Being **entrepreneurial** makes students more employable
• Research shows that employers prefer to hire students who have been involved in a project or business, no matter how small.

• This experience is more valuable than internships.

• Skills obtained in business or entrepreneurial projects are necessary for the level of employment which students may aspire to.
Nontrepreneurs & Wantrepreneurs
Developing ‘Entrepreneurial Skills’ does not mean that a student will want to be an ‘Entrepreneur’ and start their own business...

...it does allow them to develop skills that will make them more employable.
Entrepreneurial Process

(i) Personal Attributes
   Creative thinking
   Ideas Generation
   Develop Ideas

Business Plan:
   - Financial Plan
   - Marketing Plan
   - Funding

Manufacture
Launch

Janet Coulter
To develop entrepreneurial creative thinking

- Group Activities
- Pair Share
- Interactive sessions
- Gaming
To develop Creative thinking

BYOD – activities

Interactive, online participation surveys

Assess Personal Attributes

Myers Briggs
Have you ever heard of Myers Briggs profiling before?

YES

NO

www.everyslide.com

Janet Coulter
To develop Creative thinking

Props and role play

De Bono

Six Hats Thinking Techniques

To develop creative thinking and problem solving
To develop Creative thinking

Gaming

Dragons Den Game

Assess students personal adversity to risk

Risk

IF YOU WANT SOMETHING YOU'VE NEVER HAD, THEN YOU'VE GOT TO DO SOMETHING YOU'VE NEVER DONE.
To develop Creative thinking
To develop Creative thinking

Group work
Team Approach to problem solving

“Aeroplane Journey”

Complex business blueprint for flight service company.

Janet Coulter
Dementia Daycare Design

Janet Coulter
(ii) To develop Creative thinking into a business Idea

At Faculty level offer:

• Cross Faculty Creativity Boot Camp

• Mentoring Programmes – Student Business LaunchPad

• Internal Student Competitions

• Santander workshops and Competitions

Janet Coulter
To develop Creative thinking into a business idea

Have you ever wanted to learn more about developing creative ideas and turning them into viable outputs with real commercial or social value?

Come along to this exciting opportunity, enjoy a hot breakfast, listen to and interact with industry experts to explore ideas out.

Janet Coulter

Agenda

Follow up workshops will be offered to students: (i) support in entering the student entrepreneurship competition and (iii) developing creative thinking and innovation.
To develop Creative thinking into a business Idea
For example...

Kyle Gawley: CEO “Get Invited”

Case Study: Student Start-Up to successful business
Skills that employers look for and why