



Universiteit Utrecht

CENTRE FOR
ENTREPRENEURSHIP



Utrecht University

Centre for Academic Teaching

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

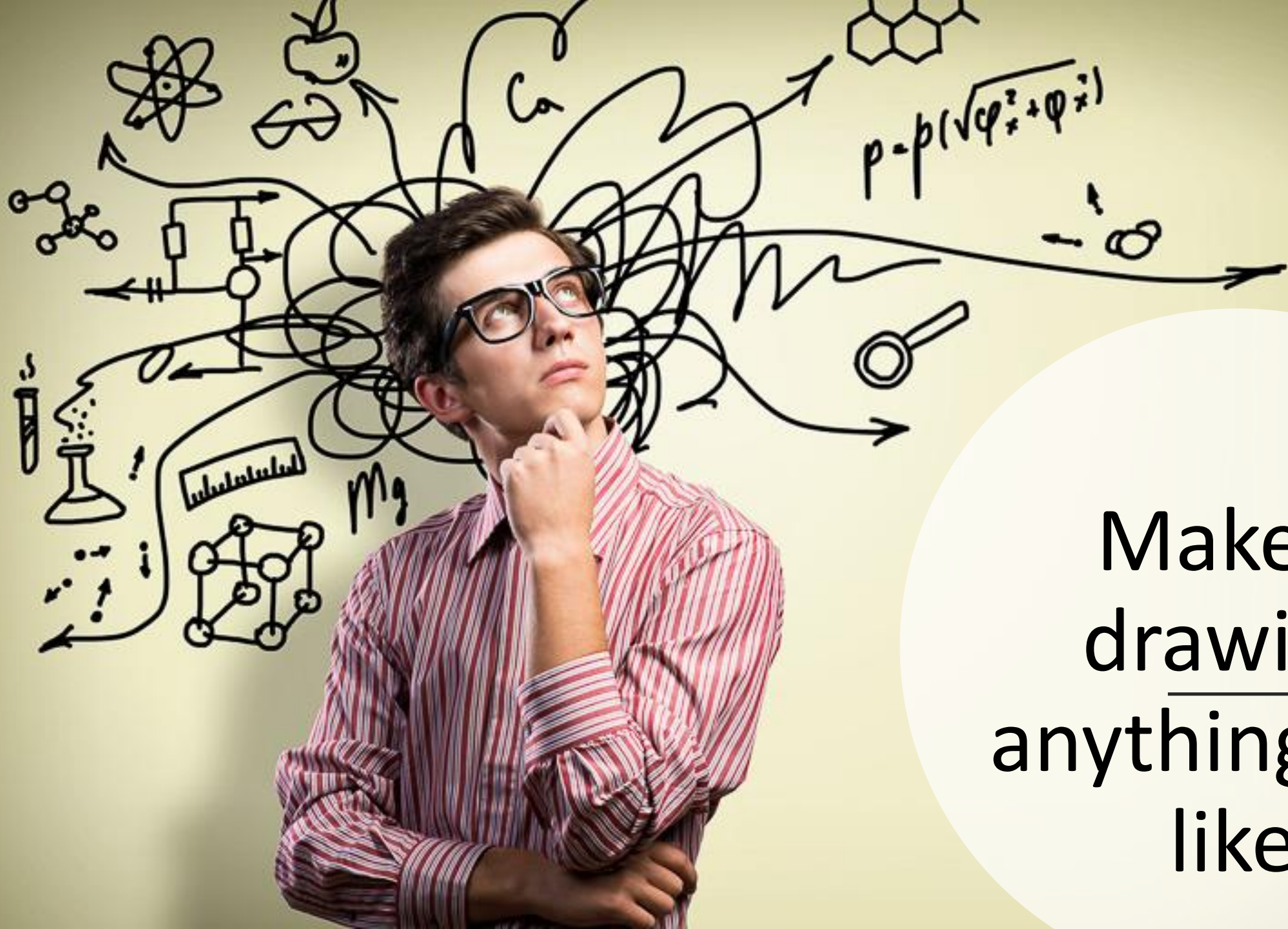
ICA-Edu Colloquium 2019

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

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



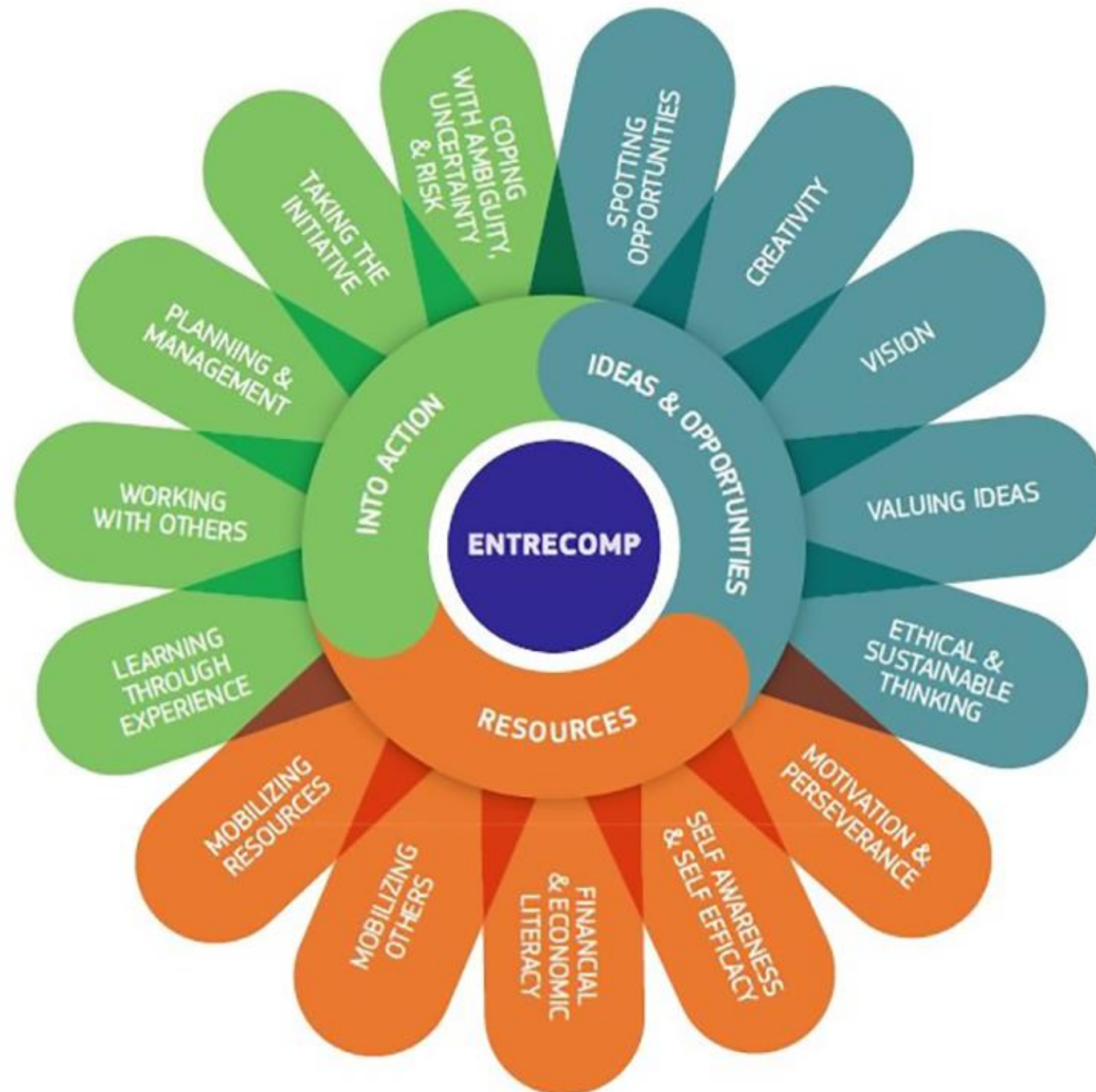
Entrepreneurship Education in practice

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

 Universiteit Utrecht | Lifelong Learning


 Yvette Baggen 

Turning Ideas into Action: Entrepreneurship Education 

Overview Course info My Peers Schedule News FAQ


Welcome

0% complete




Introduction

0



How can you get the most from this e-learning?

0




Glossary

0


Why Entrepreneurship Education?

0% complete




Why does the world need entrepreneurs?

0




What does an entrepreneur do, actually?

0




Broad entrepreneurship

0




How do students develop an entrepreneurial mindset?

0



But where should I start as a lecturer? What do I know about entrepreneurship?

0



Mindmap

 Utrecht UniversityCENTRE FOR
ENTREPRENEURSHIP

Entrepreneurship Education in universities

Dilemmas

how to overcome rather negative
to the word entrepreneurship?

Entrepreneurship does not mean the same in all countries - this is not a universal truth, only in a good way

For Black women

Entrepreneurship as value creation
→ everyone needs to create value
→ breaks them out of endless meeting

Sometimes using "faking entrepreneurial mindset" instead of "faking entrepreneurship" helps... (but sometimes not!!)

IF you want Entrepreneurship Call it Entrepreneurship

Like impact

Show ROLE MODELS! And diversity!

Mix student backgrounds!

Entrepreneurial mindset, rather than entrepreneurship!

Be challenge driven!

Focus on "disruption"

Focus on "innovation"

Move away from "commercialization"

We say "knowledge transfer" in entrepreneurship across the role of moving the fruits of science to bring it to the community

Use more "Innovation" with Digital Infrastructure

He will be changing, if we need to on skills in the future

Entrepreneurship create VALUE (CAI boom)
→ core content oriented
→ Money is one of the parts of value
→ show examples of entrepreneurship in context
→ discuss it in context

Entrepreneurial Mindset

Focus on "disruption"

Focus on "innovation"

Move away from "commercialization"

Be challenge driven!

Show different roles in entrepreneurship

Show ROLE MODELS! And diversity!

Mix student backgrounds!

Entrepreneurial mindset, rather than entrepreneurship!

Use more "Innovation" with Digital Infrastructure

He will be changing, if we need to on skills in the future

Entrepreneurship as value creation
→ everyone needs to create value
→ breaks them out of endless meeting

Sometimes using "faking entrepreneurial mindset" instead of "faking entrepreneurship" helps... (but sometimes not!!)

IF you want Entrepreneurship Call it Entrepreneurship

Like impact

Show ROLE MODELS! And diversity!

Mix student backgrounds!

Entrepreneurial mindset, rather than entrepreneurship!

Be challenge driven!

Focus on "disruption"


Focus on "innovation"

Move away from "commercialization"

We say "knowledge transfer" in entrepreneurship across the role of moving the fruits of science to bring it to the community

Entrepreneurship create VALUE (CAI boom)
→ core content oriented
→ Money is one of the parts of value
→ show examples of entrepreneurship in context
→ discuss it in context

Entrepreneurial Mindset

- 
- Utrecht University
- CENTRE FOR
ENTREPRENEURSHIP

Resources & tools

What are key resources & tools for a Centre to act as a platform (successfully)?

- 'Friends' in the uni, strong team
- Networks, collaboration
- Management, leadership with a understanding of broad EE
- Ownership
- Individual mentoring, not only workshops



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



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.