

ideate:

Welcome to the IDEATE Teacher Training!

The training provides you with tools to deliver interdisciplinary, entrepreneurial education with innovative teaching methods. This document includes the introduction to the training, list of pre-readings and preparation and description of the IDEATE program. IDEATE Teacher Training provides you with a specialized development program focusing upon enterprise and entrepreneurship education in higher education. It is designed to help you with your professional objectives and ambitions in your field of expertise.

IDEATE Teacher Training program is designed to enable educators to enhance their abilities in realizing their students' potential through entrepreneurial education. The program adopts an entrepreneurial ethos and spirit and participants are expected to be active co-learners. The program is based on a wider European program 3EP – European Entrepreneurship Educators Program including selected contents of it. The aim is to showcase a range of pedagogies and explore delivery methods during the intensive program.

During the program you can expect to:

- See the relevance of Entrepreneurship in your subject in general
- See the opportunities of Entrepreneurship in your teaching
- Understand the key concepts of entrepreneurial learning
- Understand the entrepreneurial teaching methods
- Experience a range of teaching techniques and pedagogies
- Understand the culture change to entrepreneurial university

You are expected to:

- Attend the full two intensive days
- Work supportively in small groups to share and exchange experiences
- Engage in mutually supportive shared learning

The program has two training elements:

- Pre-readings (see list of articles in Pre-reading and Preparation)
- Two day intensive training

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The training program is a part of the IDEATE project financed by the Lifelong Learning Programme by the European Union. See more on the page 5.

Pre-readings and Preparation

You are invited to read the following pre-readings:

Entrepreneurial Behaviour – choose one of the below:

1. Sarasvathy, S. D. (2001) What Makes Entrepreneurs Entrepreneurial? University of Washington. URL: http://papers.ssrn.com/sol3/papers.cfm?abstract_id=909038.
2. Dew, N., Sarasvathy, S. D. (2006) The Entrepreneurial Method How Expert Entrepreneurs Create New Markets. University of Virginia Darden School Foundation, Charlottesville, VA, USA. URL: http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1278394
3. Entrepreneurship Education: Enabling Teachers as a Critical Success Factor. (2011) Entrepreneurship Unit, Directorate-General for Enterprise and Industry, European Commission. URL: http://ec.europa.eu/enterprise/policies/sme/promoting-entrepreneurship/files/education/teacher_education_for_entrepreneurship_final_report_en.pdf

Entrepreneurs and Entrepreneurial Graduates – choose one of the below:

1. Ernst & Young (2011) Nature or Nurture? Decoding the DNA of the Entrepreneur. URL: [http://www.ey.com/Publication/vwLU-Assets/Nature-or-nurture/\\$FILE/Nature-or-nurture.pdf](http://www.ey.com/Publication/vwLU-Assets/Nature-or-nurture/$FILE/Nature-or-nurture.pdf)
2. Herrmann, K., Hannon, P., Cox, J., Ternouth, P. (2008) Developing Entrepreneurial Graduates - Putting Entrepreneurship at the Centre of Higher Education, Council for Industry and Higher Education, NCEE, NESTA, UK. URL: http://www.ncee.org.uk/publication/developing_entrepreneurial_graduates1.pdf.

3. Effects and impact of entrepreneurship programmes in higher education. (2012) Entrepreneurship Unit, Directorate-General for Enterprise and Industry, European Commission. URL: http://ec.europa.eu/enterprise/policies/sme/promoting-entrepreneurship/files/education/effects_impact_high_edu_final_report_en.pdf

Entrepreneurial University – choose one of the below:

1. Gibb, A. (2004) Towards the Entrepreneurial University. Entrepreneurship Education as a Lever for Change. A National Council for Graduate Entrepreneurship (NCGE) report presenting and shaping the environment for graduate entrepreneurship in higher education, UK. URL: http://www.ncee.org.uk/publication/towards_the_entrepreneurial_university.pdf.
2. Gibb, A., Haskins, G., Robertson, I. (2009) Leading the Entrepreneurial University. Meeting the Entrepreneurial Development Needs of Higher Education Institutions. NCGE, UK. URL: http://www.ncee.org.uk/publication/leading_the_entrepreneurial_university.pdf.
3. Gibb, A. (2012) Exploring the Synergistic Potential in Entrepreneurial University Development: Towards the Building of a Strategic Framework, Annals of Innovation & Entrepreneurship 2012, Vol 3. URL: <http://www.innovationandentrepreneurship.net/index.php/aie/article/view/16742/pdf>.
4. NIRAS Consultants, FOR A and ECON Pöyry (2008) Survey of Entrepreneurship in Higher Education in Europe. The European Commission, Directorate-General for Enterprise and industry. URL: http://ec.europa.eu/enterprise/policies/sme/files/support_measures/training_education/highedsurvey_en.pdf



University of Nova Gorica
Staffordshire University
University of Turku

Vilnius Business College
D-Labs d.o.o.
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Program - First Day

Time	Content	Pedagogy & Form	Literature & Material
9:30-10:00	Welcome	Introduction, learning diary & ice breaker	Hynes, Briga (1996) Entrepreneurship education and training – introducing entrepreneurship into non-business disciplines. Journal of European Industrial Training, Vol. 20 Iss: 8, pp.10 - 17
10:00-11:00	About Entrepreneurship and Entrepreneurial Education – What makes an entrepreneur? Can you turn someone into an entrepreneur?	Facilitated group discussion Video clips	Kyro, Paula (2008) A theoretical framework for teaching and learning entrepreneurship. International Journal of Business and Globalisation, Vol. 2, Nr 1, 39 - 55. Palan, Peter & Metcalfe, Mike (2012) Identifying teaching methods that engage entrepreneurship students. Education + Training, Vol. 54, Iss. 5, 2012, 368 - 384. Berk, R. A. (2009). Multimedia teaching with video clips: TV, movies, YouTube, and mtvU in the college classroom. International Journal of Technology in Teaching and Learning, 5(1), 1–21. http://www.sicet.org/journals/ijttl/issue0901/1_Berk.pdf
11:00-11:15	Break		
11:15-12:30	Entrepreneurial Pedagogy - Learning processes stimulating entrepreneurial behavior	Interactive lecture	Sarasvathy, S. (2001) What makes entrepreneurs entrepreneurial? (See pre-reading list)
12:30-13:30	Lunch		
13:30-14:30	The competing paradigms in Entrepreneurial Education: Business planning (Causality) vs. Logic of execution (Effectuation)	Debate	Osterwalder, A. & Pigneur, Y. (2009) Business Model Generation: A Handbook for Visionaries, Game Changers and Challengers, OSF, 1st ed.
14:30-14:45	Break		
14:45-16:00	Teaching Entrepreneurship - Exercise for business idea generation	Simulation exercise to develop a further education course	Generating Ideas - http://www.shell-livewire.org/business-library/generating-ideas/
16:00-17:30	After work – Networking, influencing and idea generation	Brainstorming	

Program - Second Day

Time	Content	Pedagogy & Form	Literature & Material
9:30-10:00	Business idea pitching of idea developed in after work	Elevator Pitch	Tips on How to Pitch - http://www.slideshare.net/PPresentation/tips-on-how-to-pitch
10:00-10:15	Break		
10:15-11:30	Entrepreneurial university - Managing the cultural change in university	Role play	Gibb, A. (2012) Exploring the synergetic potential in entrepreneurial university development: towards the building of a strategic framework, <i>Annals of Innovation & Entrepreneurship</i> 2012, 3: 16742.
11:30-12:15	Teaching Entrepreneurship - presentation of the IDEATE course module	External presenter	www.ideate.me
12:15-13:00	Lunch		
13:00-14:15	Entrepreneurship Education - How can I use Entrepreneurial approach in my teaching?	Critical Incident	Pihkala, Timo; Ruskovaara, Elena; Seikkula-Leino, Jaana & Rytkölä, Tiina (2011) Entrepreneurship Education – What is Really Happening in Class Rooms? http://developmentcentre.lut.fi/files/muut/YKTT_2011_Lappeenranta_E_E.pdf
14:15-14:45	Teaching Entrepreneurship - Reflecting the used teaching methods		
14:45-15:00	End discussion		

IDEATE project: Interdisciplinary Entrepreneurial Application for Transforming Education in High Technologies

The project aims at changing higher education through the use of innovative, interdisciplinary teaching methods. Higher education often operates in "silo" mentality. Students and staff become focused on the technical side of their subject while less thought is given to application and exploitation of technology in the commercial world. HEIs and companies need to work together to improve the students' learning experience, and ultimately enhance their employability especially in the crisis-stricken geographical areas and disciplinary sectors in Europe.

This project will

1. Train academics and students to become engaged in developing entrepreneurial behaviors,
2. Develop university curricula that facilitates inter-disciplinary study,
3. Deliver an inter-disciplinary, trans-national intensive learning residential where students of different disciplines operate as scientific co-creative teams, responding to a task set by a real-life employer
4. Evaluate the model and refine for future use
5. Disseminate good practice in interdisciplinary, entrepreneurial education
6. Provide a legacy of materials and resources for exploitation of lesson learnt for future implementation of interdisciplinary, entrepreneurial education

The target audience for the IDEATE project are:

1. Students – raising awareness, developing entrepreneurial behaviors, increasing employability
2. Academic practitioners – how to deliver interdisciplinary, entrepreneurial education with innovative teaching models
3. Academic policy makers – how infrastructure and policies can facilitate this new style of learning
4. Employers – how to engage with HEIs in synergistic collaborations leading to innovation of products and services.

IDEATE will operate across four EU member states with four core university partners and one business partners:

- University of Nova Gorica, Slovenia
- Staffordshire University, United Kingdom
- University of Turku, Finland
- Vilnius Business College, Lithuania
- Domenca Labs d.o.o. (business partner)



University of Nova Gorica
Staffordshire University
University of Turku

Vilnius Business College
D-Labs d.o.o.
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