

Appendix 1. Summary of a framework for entrepreneurial education.
Source: Botham R and Mason C (2007) Good Practice in Enterprise Development in UK Higher Education, NGCE, pp85-93.

1 Subject knowledge

Benefits of a university education: self-confidence in relation to subject knowledge, independence, a belief that hard work brings results, i.e. obtaining a degree, personal networks and experience of income uncertainty.

2 Entrepreneurial behaviour, attitudes and skills especially through creative subjects

An entrepreneurial mindset – seeing the world in terms of opportunities, taking initiative and calculated risk, able to operate and make decisions in conditions of uncertainty, generic entrepreneurial skills including ability to recognise and evaluate opportunities, think strategically, networking effectively, persuade and influence.

3 Empathy with the life-world of the entrepreneur

Understanding, appreciating and being able to cope with the lifestyle often associated with setting up and running new business ventures. Working flexibly, uncertainty relating to business survival, loneliness of being owner manager/sole trader, working under pressure and being responsible for all aspects of the business.

4 Inculcation of key entrepreneurial values

Belief in the power of the individual to take action and make things happen; ie being proactive and self-reliant; using tools ie. writing briefs, business plans.

5 Motivation to an entrepreneurial career

Ability to compare costs and benefits of entrepreneurship with being employed. Inclination for those who are already thinking of entrepreneurial careers. Access to role models and case studies.

6 Understanding the process of venture creation

Initial idea generation and evaluation, through start-up process into survival and growth. Understanding challenges likely to be faced at each stage.

7 Developing generic entrepreneurial competences

Finding and appraising ideas and opportunities. Emotional self-awareness and assessment. Identification of business development needs. Knowing what to look for and find necessary answers

8 Key basic business skills

Experiential activity, planning, setting up and running a business. Working for real customers and solving real problems. Accredited and extra-curricula, competitions, start ups.

9 Managing key stakeholders

understanding views of those supporting creative ventures; ie. grant awarding bodies, banks. Audiences, clients, funders, suppliers, team working, and employers.