EMBEDDING ENTREPRENEURSHIP EDUCATION

for student entrepreneurship, and a collaborative start-up culture in Europe
Welcome!

Nurturing a New Generation of Entrepreneurs in Higher Education

The future of Europe and its level of global economic importance largely depends on its ability to foster innovation and start-up activities. Higher-Education Institutions (HEI) naturally have rich potential to serve as incubators for innovative ideas in science as well as business. Yet levels of student entrepreneurship in universities and colleges across Europe remain considerably low.

In our Erasmus+ funded project “Embedding Entrepreneurship Education” (EEE) we develop high-quality resources that directly contribute to the fulfilment of the European Commission’s Entrepreneurship 2020 Action Plan. It is our declared aim to positively affect entrepreneurship education in European HEIs and thus increase the proportion of students graduating from university with an entrepreneurial mindset.

Univations strongly believes in the European idea and is very proud to be the lead institution inside the EEE partner consortium. It is our will that the EEE project serves as best-practice example for successful European partnerships and, by this, motivates other institution in Europe to follow our collaborative approach.

Daniel Worch
CEO, Univations GmbH

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OUR RATIONALE

Increasing young people’s entrepreneurship skills is increasingly viewed as a way to drive economic growth while also addressing pressing social issues. The last five years have seen growth in the number of HEIs offering entrepreneurship education of some kind; nevertheless, absolute levels of student entrepreneurship remain low in Europe and lag far behind competitors. Multiple countries in Europe fail to capitalise on the potential of student enterprises; poor entrepreneurial climate, limited training opportunities, mainly clustered in business schools, shortage of human resources on the topic, and lack of funding are few of the reasons cited to explain this failure.

To address these challenges, the objective of the EEE Project is to increase the proportion of HEI students acquiring an entrepreneurial mind-set and engaging in early stage entrepreneurial activity. This objective will be achieved through awareness raising activities and increasing the pedagogic capacities of HEI educators, as well as facilitating collaboration among the stakeholders in the entrepreneurship ecosystem.

OUR THREE PILLAR APPROACH

Regional ecosystem approach

The project builds links between academia, business, government and intermediaries to create a stable entrepreneurship ecosystem which allows them to (i) respond to the unique needs of each region and (ii) provides quality support for students in HE and helps them transition to external support as graduate entrepreneurs.

Action-based approach

The project promotes the involvement of the business sector and societal stakeholders in education programs at the HEI, fostering university-business collaboration. In addition, EEE applies problem based learning with groups of students tackling real life business and societal problems, and developing entrepreneurial solutions.

Standardisation and scaling up approach

The project outputs in the form of toolkits will support the creation of further student entrepreneurship initiatives in Europe. Dissemination and exploitation activities will ensure the results are available after the end of the project. Integration of media in the digital form will widen the exposure of the resources to a larger landscape.
Engagement with regional stakeholders

- The project establishes alliances in three regions - Halle (Germany), Innsbruck (Austria), and Szeged (Hungary) - to create a platform for the regional actors to share best practices to promote entrepreneurship education in the HEIs.

Communication and capacity building

- The project promotes entrepreneurship education among teachers and trainers in HEIs, to help them gain the knowledge and skills they need to integrate the entrepreneurship mindset into their teaching, across all disciplines.

Generation and implementation of entrepreneurship course modules

- The project brings together relevant stakeholders to participate in the development of student-business projects and social entrepreneurship programs applying problem based learning and fostering university-business cooperation.

“Having a law degree but not a business degree I had to learn to be an entrepreneur all by myself. I’m glad to share my knowledge and experiences with students in order to help them walk the road that I’ve walked alone.”

Péter Kisznyér, entrepreneur
THE THREE KEY OUTPUTS

Our key outputs will strengthen the entrepreneurial mind-set amongst HEI staff and students and ensure a strong relationship between regional stakeholders. The outputs will raise awareness and improve the pedagogic capacities of HEI educators, and facilitate improved collaboration with other actors in the entrepreneurship ecosystem.

The EEE Alliance Toolkit
The toolkit style Regional Alliance Roadmap will be made available to the stakeholders to facilitate replication of the Alliances in their own regions.

The EEE Promotional Campaign Package
The package will provide guidance to the HEIs to promote entrepreneurship activities in their own universities.

The EEE Teaching Toolkit
The toolkit will include course material for implementing classes that foster collaborative business projects and social entrepreneurship.

EEE for Students
More students will acquire an entrepreneurial mind-set and engage in early stage entrepreneurial activity with the help of course modules. The new mind-set will lead better employability, and start-up ideas will be better linked to the wider entrepreneurship support system.

EEE for HEIs
HEIs will benefit from the project as it supports them to fulfil their strategic goals and it will dramatically increase the universities’ reputation, and research and recruitment capacities. The project will impact HEIs by introducing them to new modes of entrepreneurship teaching and training.

EEE for HEI Lecturers
Academics will acquire knowledge and skills relevant to the demands of the HE modernization agenda, making their courses more meaningful for students. They are more likely to engage with businesses and apply for public funding to drive their research goals.

EEE for Regional Stakeholders
Regional stakeholders will benefit from increased economic prosperity in the region through start-ups and spin-offs, solutions to societal problems faced by the community as well as intensified relationships with regional businesses and HEIs.

HOW TO BENEFIT FROM THE RESULTS?
The project provides a wide variety of benefits for students, HEIs, lecturers and regional stakeholders.
ABOUT US

The strength of the EEE Project is due to its partners unique expertise in the field of entrepreneurship, and their proven ability to make an impact.
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