

OPEN SEMINAR SERIES

Thursday 4th October 2007
10:00 – 11:00

SEERC Seminar Room
SEERC Bldg

“Strategies for Embedding Enterprise Education in Universities”

By

Dr. Luke Pittaway

Sheffield University Management School

ABSTRACT

The focus of the research seminar will be the development of enterprise education in Universities. Although based on research conducted by Dr. Luke Pittaway exploring the sustainability of enterprise education the discussion will be mainly practical and interactive. The seminar will first explore the different forms of enterprise education and what these mean for pedagogy and learning designs. Enterprise education varies between a focus on ‘enterprise skills’ and ‘enterprising people’ to a focus on venture creation and entrepreneurs. Likewise the focus on how enterprise can be taught varies between traditional ‘about’ modes to more innovative ‘for’ and ‘through’ modes of educational practice. The main part of the seminar will focus on the practical issues. It will focus on examples of practice including those designed to create graduate entrepreneurs; extra-curricula activities and methods for embedding it in the curriculum. There will be some focus given to the challenges of enterprise education in different disciplines within the University context and some discussion about educational designs for encouraging learning for entrepreneurs themselves.

The seminar series is open to all members of *staff* and *students* of CITY and to any *externals* that wish to attend.