



Thinking about Enterprise!





What is enterprise?

- *“Enterprise is about turning ideas into working realities”*
- *“Enterprise involves being able to generate and work with ideas, design solutions, and exploit value from the solution”*
- *“Enterprise is having ideas, doing something about them, taking advantage of opportunities to being about change. Enterprise is making things happen!”*

Definitions emerging from joint Bioscience, Engineering and ICS Subject Centre forum on Enterprise



Enterprise and Entrepreneurship

- *Being enterprising* is about having the confidence and capabilities to turn ideas into working realities
- *Entrepreneurship* is one outcome of being enterprising
- *Being entrepreneurial* means using enterprise skills to create new business, new businesses and 'can do' organisations and services



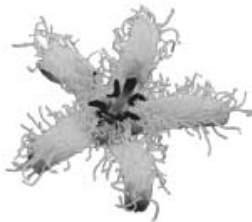
Surely Bioscientists don't need to be concerned about Enterprise?

The UK Government is keen for universities to produce graduates that have a range of enterprise skills which can be used as a basis for establishing their own enterprises or to be innovative and be "agents of change" within existing businesses.



Why might your students be interested in enterprise skills?

- **Local Government** "... can make a real contribution to local authorities by challenging accepted wisdom and practice"
- **Cancer research UK** "It's a considerable challenge, calling for strategic thinking, innovation, and a determination to pursue fresh possibilities."
- **NHS** "If you've got loads of leadership potential and have what it takes to mastermind complex services, create new ways of working and inspire a world class workforce"
- **John Lewis** "a versatile, quick-thinking and business-minded individual... an inspiring motivator who can get the best out of others"
- **Macmillan publishers** "People who succeed in publishing are adaptable, curious and adventurous."



But surely I cannot teach enterprise?

Listed below are some of the skills a good researcher/academic may have:

- Create new ideas
- Recognise when an idea is not feasible
- Outline ideas succinctly
- Communicate effectively
- Take advantage of opportunities
- Conduct their own research
- Market / promote themselves and their ideas
- Manage projects to deadlines
- Assess their own strengths and weaknesses
- Network effectively
- Secure funding
- Assess a team for their ability to undertake a task
- Assess opportunities
- Be creative and innovative
- Negotiate effectively
- Assess customer needs and requirements
- Make things happen
- Build effective teams
- Support others in their work



The Enterprise Matrix

Enterprise element	T	Assessed/Reflection	P	Assessed/reflection
Understanding of the nature of enterprise and its distinction from entrepreneurship and employability				
Examples of enterprise activity in students and staff				
Enterprise skills:				
Innovation				
Creativity				
One-to-one discussion				
Communication to groups				
Time management				
Project management				
Leadership				
Team development and working				
Networking				
Enterprise attitudes:				
Self-belief and confidence				
Strategic thinking and planning				
Self-knowledge				
Ethics and integrity				
Risk-taking				
Enterprise knowledge				
Research growth areas in your field				
Opportunities and needs in areas of your interest				
Examples of scientific, social, environmental, business and political enterprise				



Task

- In groups of 4 discuss the enterprise skills and attitudes shown on the matrix that you believe your bioscience students gain during their time at university.
- Put yourself in your student's shoes ... and within your group fill in the matrix with examples of where your students might gain those skills and attitudes



Timeframe

- 20 minutes max discussion
- Each group to report back comments on the matrix
- Reflect on the issue of teaching enterprise to bioscientists