

XII ENSSEE FORUM GRONINGEN THE NETHERLANDS

**SPORTHORIZON 2020: SHARE
QUALITIES TOWARDS INNOVATIVE
SPORT EDUCATION**

23-26 OCTOBER 2013



**EUROPEAN NETWORK
OF SPORT SCIENCE,
EDUCATION & EMPLOYMENT**

Curricular Innovation in
Physical Education Sport and
Exercise Sciences:
Entrepreneurship and
Employability

DEVELOPMENTS AND
WORKSHOP

Dr Gemma van Vuuren-Cassar



OVERVIEW

Curricular Innovation in Higher Education :
Entrepreneurship and Employability

- Central /Link / departmental services and opportunities in HE
- Physical Education and Sports Entrepreneurs
- Workshop

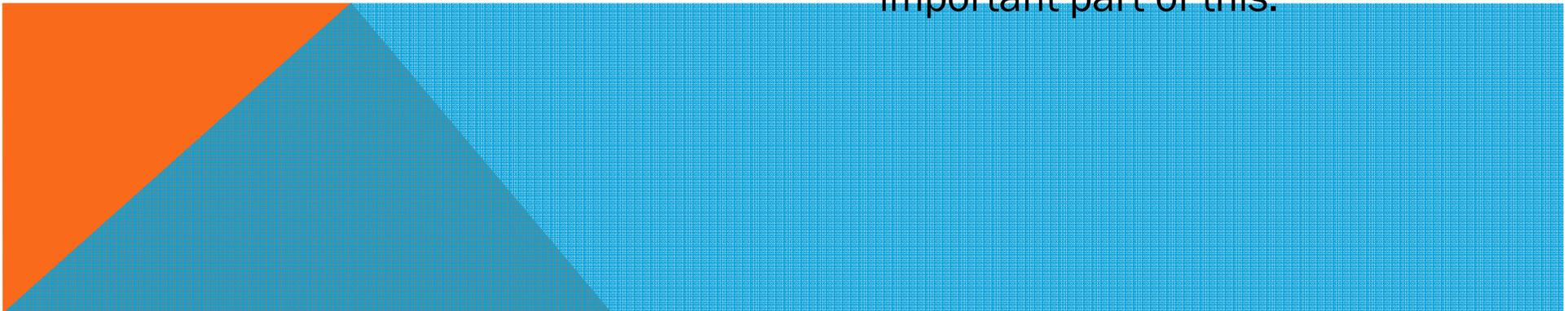
BACKGROUND: THE HIGHER EDUCATION ACADEMY (UK)

[HTTP://WWW.HEACADEMY.AC.UK/NEWS/DETAIL/2013/Framework_for_employability](http://www.heacademy.ac.uk/news/detail/2013/framework_for_employability)

- Entrepreneurship and higher education: an employability perspective
- Employability and work-based learning
- Employability and higher education
- Embedding employability into the curriculum

“Employability is a central issue in higher education. Our work recognises this and is focused on helping institutions to develop their teaching and learning in ways which will enable graduates to meet the economic and social challenges of the 21st century”.

“Embedding effective employability practice within the curriculum is an important part of this.”



RESEARCH AND ENTERPRISE DEVELOPMENT CENTRE (RED) (CANTERBURY CHRIST CHURCH UNIVERSITY)

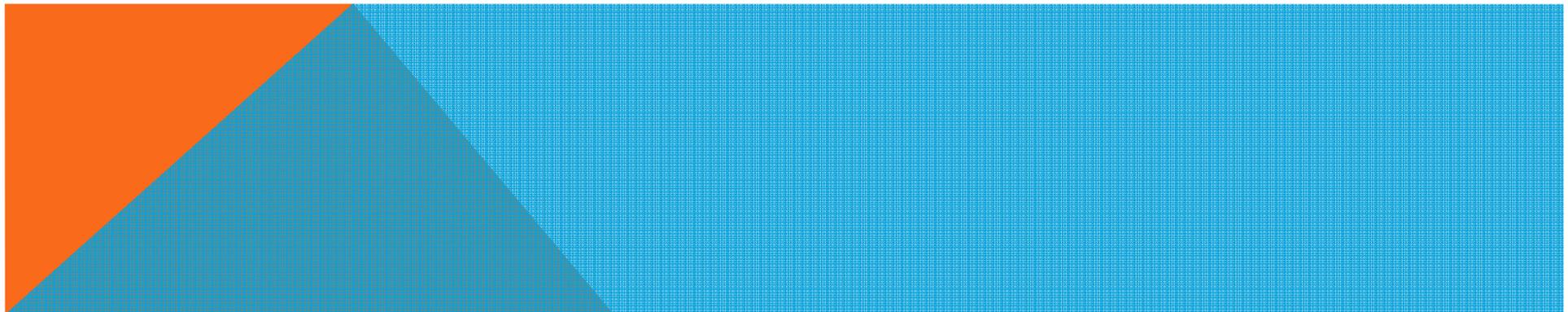
Portal to elements of enterprise and entrepreneurship:

<http://www.canterbury.ac.uk/centres/red/enterprise/student/index.asp>

Student Enterprise

“**ENTERPRISE** - is not just about business. Enterprise is a mindset - a set of skills, attributes and behaviours which will enable you to see the world differently, face future challenges and help you to stand out from the crowd”

- We hope the opportunities presented on these webpages will help you to :
- Become more confident, creative and inspirational
- Develop skills that will enhance your employability
- Maximise your own ideas and take advantage of business start-up opportunities



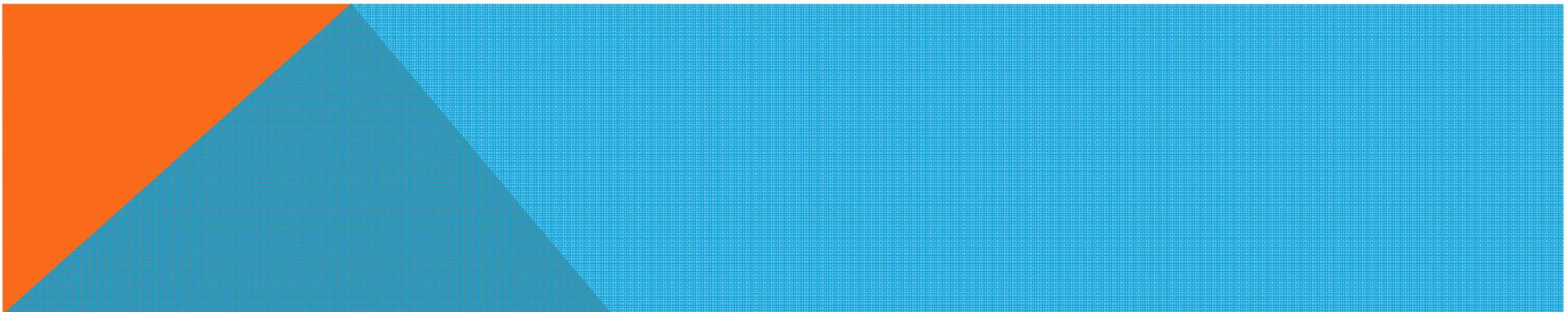
THE UNIVERSITY BUSINESS CHALLENGE

(CANTERBURY CHRIST CHURCH UNIVERSITY)

IBM Challenge - Take part in the world's leading event for employability and enterprise skills. The Universities Business Challenge is the premier undergraduate business competition, open to all faculties at UK universities.

- Develop your employability skills
- Develop commercial awareness across disciplines
- Helps put business theory into practice
- Enhances team-working
- Network with top employers
- Win cash prizes
- Have a lot of fun!
- Put yourself on the road to success

83% of students agree employability skills improved after participating in the UBC



STUDENT ENTERPRISE WEEK

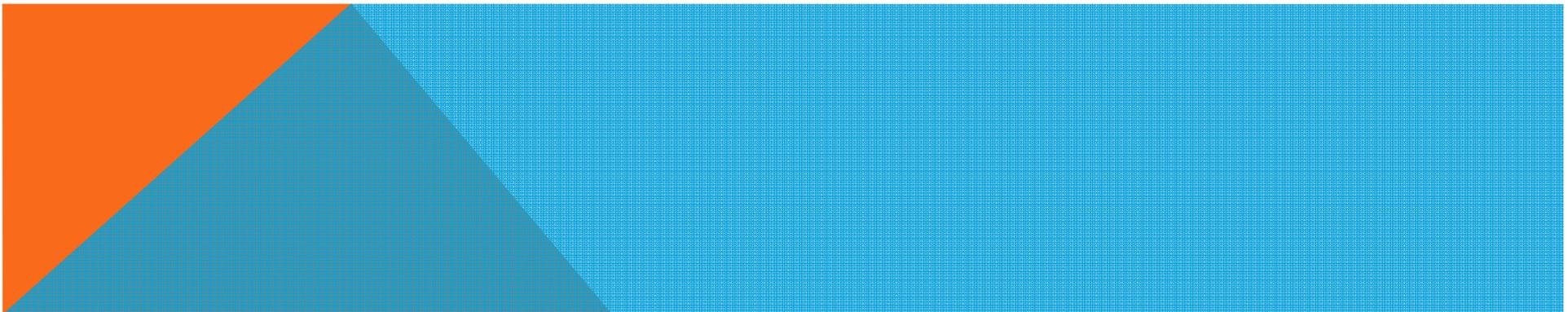
(CANTERBURY CHRIST CHURCH UNIVERSITY)

During the period of Enterprise Week Canterbury Christ Church University will be offering students the opportunity to shadow a business professional. The purpose of 'Work Shadowing' is an informal experience enabling individuals to gain a deeper understanding of how businesses work, and the opportunity to gain a better insight of the different career pathways which are open to you at the end of your studies. The experience aims to help you:

- Learn management skills practiced within an organisation
- Gain knowledge of strategies and operations
- Become aware of trends in specific sectors
- To see an organisation/business in action
- Allow you make a more informed career choice

Examples of business signed up to the event:

- ***Shadowing in a major sports centre in Canterbury or at their head office in Whitstable.***





Erasmus for Young Entrepreneurs

Institute of Applied Entrepreneurship - Coventry

- Erasmus for Young Entrepreneurs is an exchange programme for entrepreneurs, financed by the European Union.
 - It offers you the opportunity to work alongside an experienced entrepreneur in another European Union country and strengthen the skills you need to develop your own business.
 - 20 placements which can be from 1 – 6 months offered and funding will be received for this.
- “From 2006, Coventry University introduced **an enterprise and employability strand as a mandatory component in all courses**”
(Pegg *et al.*, 2012:22)

INSTITUTE OF APPLIED ENTREPRENEURSHIP – COVENTRY (UK)

SPEED Plus (Student Placements for Entrepreneurs in Education+) offers students and graduates from any course the opportunity to develop a business idea in a supportive environment alongside their studies or after graduation.

- A small grant to help start your business
- Practical business training workshops
- Business address
- Mentoring
- Access to a hot desk for six months
- Networking opportunities
- Signposting to other sources of funding and advice



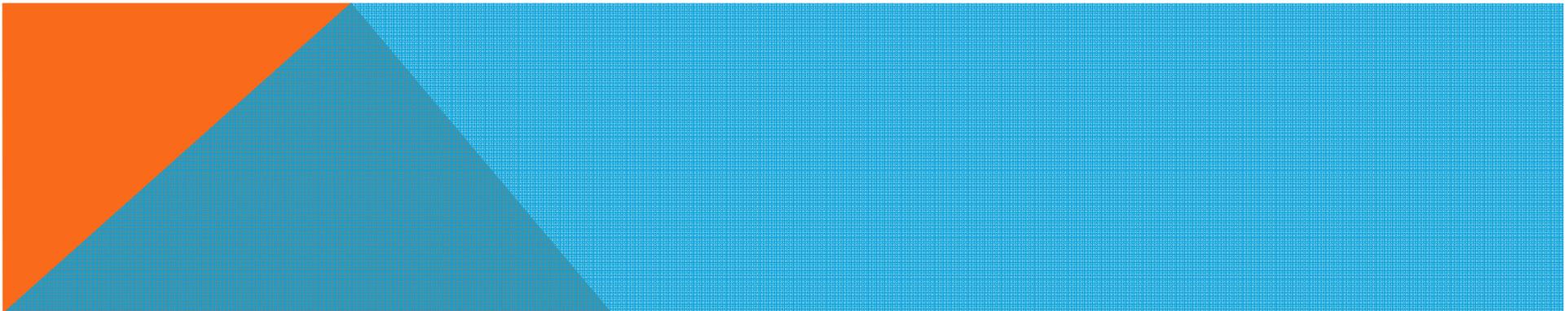
EUROPEAN UNION
Investing in Your Future
European Regional
Development Fund 2007-13

SPEED Plus

more opportunities for your future

The Process

- Short application form.
- First sort, asking for more information or rejection (due to criteria).
- Invite for presentation.
- Introduction afternoon onto the programme.
- Weekend residential including workshops, presentations and networking opportunities.
- Bi weekly workshops (6 x 2 hour sessions).
- Business Consulting sessions (12 hours).
- Review presentations and individual progress reports.



CASE STUDY : ENTREPRENEURSHIP AND
PROFESSIONAL PRACTICE IN DANCE HIGHER
EDUCATION
LANCASTER UNIVERSITY, LANCASTER

[HTTP://WWW.PALATINE.HEACADEMY.AC.UK](http://www.palatine.heacademy.ac.uk)

Common themes in approaches to pedagogy for entrepreneurship in Dance are:

- **engagement with industry** and professional awareness are central to Dance education and enterprise training;
- **enterprise is taught through the core subject of study**, is student centred and located in the student's personal and professional development;
- enterprise takes the form of a **process** of progressive learning through creative practice and personal development.

SOCIAL ENTREPRENEURS

[HTTP://UNLTD.ORG.UK/](http://unltd.org.uk/)

- £30K is currently available to students and staff who want to create social change and need support to start working on their idea.
- The two awards levels are “Try it” – up to £500 to support the testing and viability, and “Do it” – up to £5000 to get your project up and running.
- Along side the funding, mentoring is available through the university.
- 6 social enterprises from one university supported through the scheme.

The logo for UnLtd, featuring the text "UnLtd" in white on an orange rounded rectangular background, followed by a white star icon on a smaller orange circle.

UnLtd 

SOCIAL ENTERPRISE & SPORT

What are the key characteristics of social enterprise?

<http://www.se-networks.net/downloads/Introduction%20to%20Social%20Enterprise%20&%20Sport.pdf>

sportscotland
the national agency for sport

- It takes an enterprising approach
- It is rooted and has a social impact in the local community
- It minimises grant dependency by generating income through trading.
- Its surpluses are re-invested to improve and increase its activities
- Ownership of it's assets e.g. land, buildings and resources are locked and would be returned to the community should the organisation dissolve.



Find your local event!

Premier Sport are the leading children's coaching company in the UK, successfully delivering coaching to more than 150,000 children every week.

Location/Postcode

[Find](#) 

Activities

See all the fun you can have with Premier Sport



Holiday courses in your local area



Latest news

OCT 16 2013 [The Premier Sport Co...](#)
Premier Sport recognise that our sports coaches, a...

OCT 10 2013 [Former Architect tur...](#)
Terry White is the latest in a long line of new Pr...

[View all news](#)

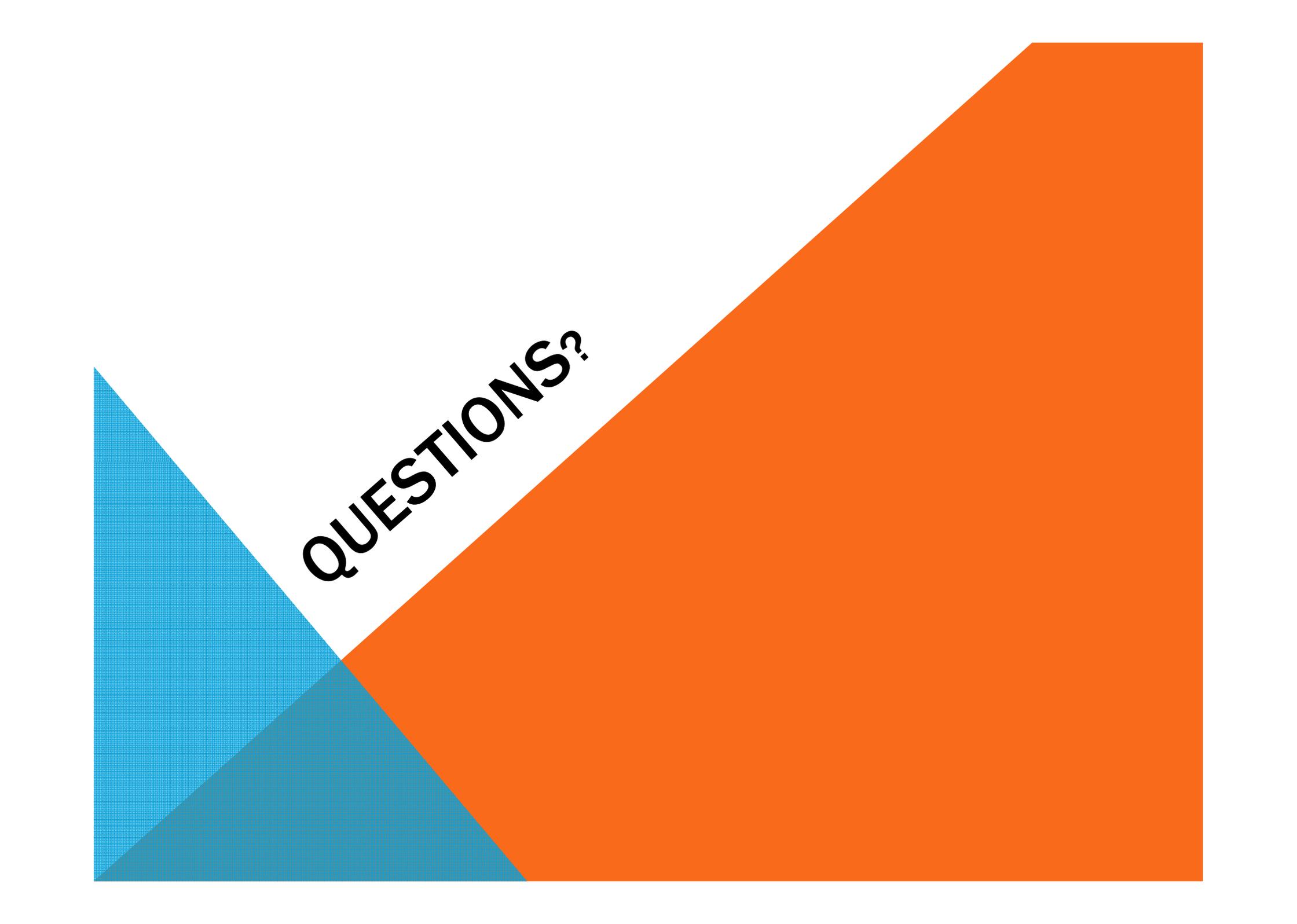
Premier Sport members club

Free to join, loads of benefits!

- 15% off holiday courses
- Sibling discount
- SMS alerts

[Join Now](#)

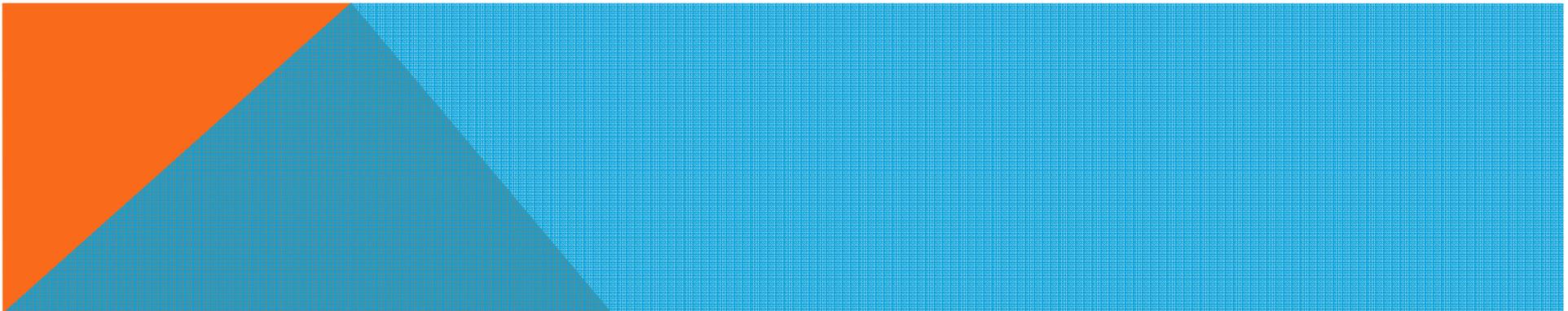




QUESTIONS?

WORKSHOP

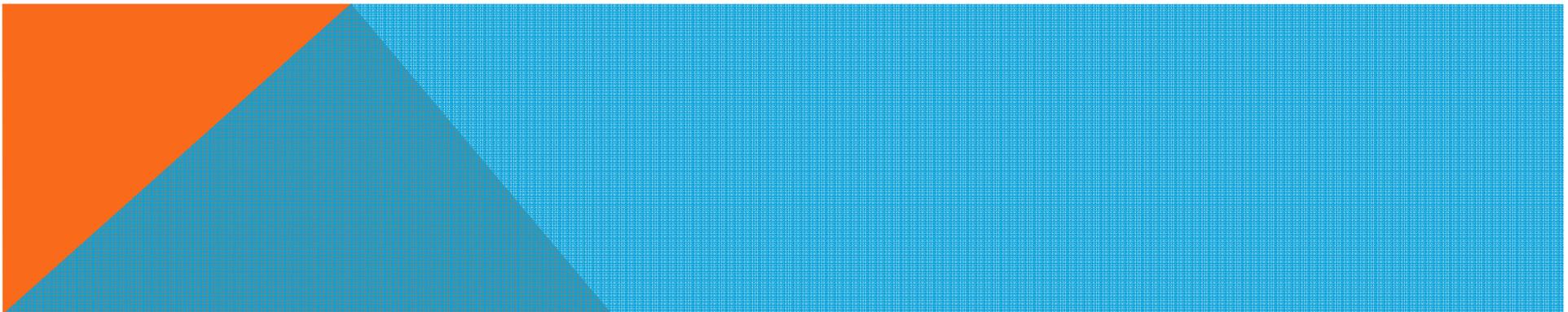
1. Discuss and report on curricular innovation in Physical Education (if any) in your country and your institution with regards to:
 - Entrepreneurship
 - Employability
2. What are the challenges for curricular innovation in Physical Education (if any) in your country and your institution with regards to
 - Entrepreneurship
 - Employability



WORKSHOP PROCESS

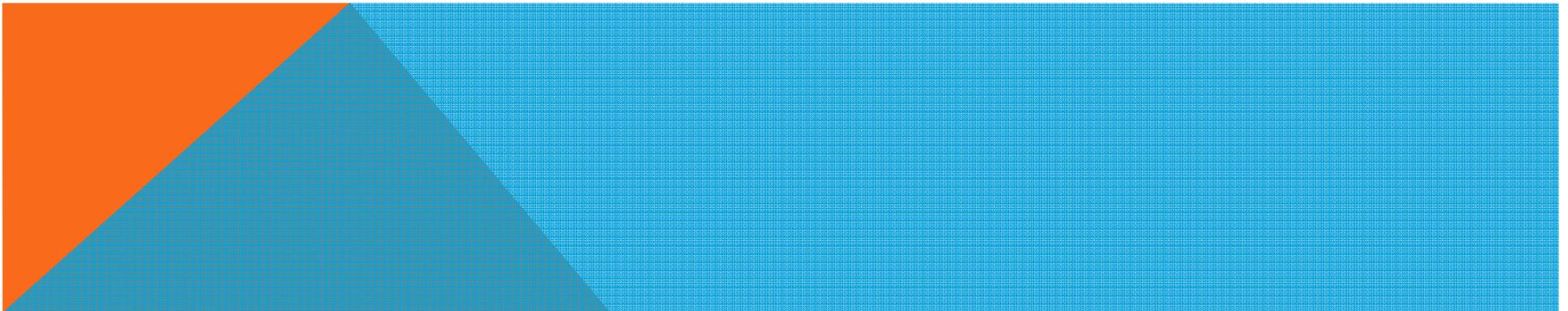
Get in groups of 3-5

- Introduce yourselves: name, country, organization/work context in PE and role
- Appoint someone to take notes and to report back to the whole group
- Discuss Questions 1 and 2
- Plenary



Thank you

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European Commission 2008. *Best Procedure Project: Entrepreneurship in Higher Education, especially in non-business studies*. Final Report of the Expert Group.

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