

Summary about University of York

Concept of enterprise and entrepreneurship of the University of York formally address since 1998. They got a support from the DTI (British Ministry and Trade Industry). Money receives because the university bed in the enterprise to the curriculum and to the departments.

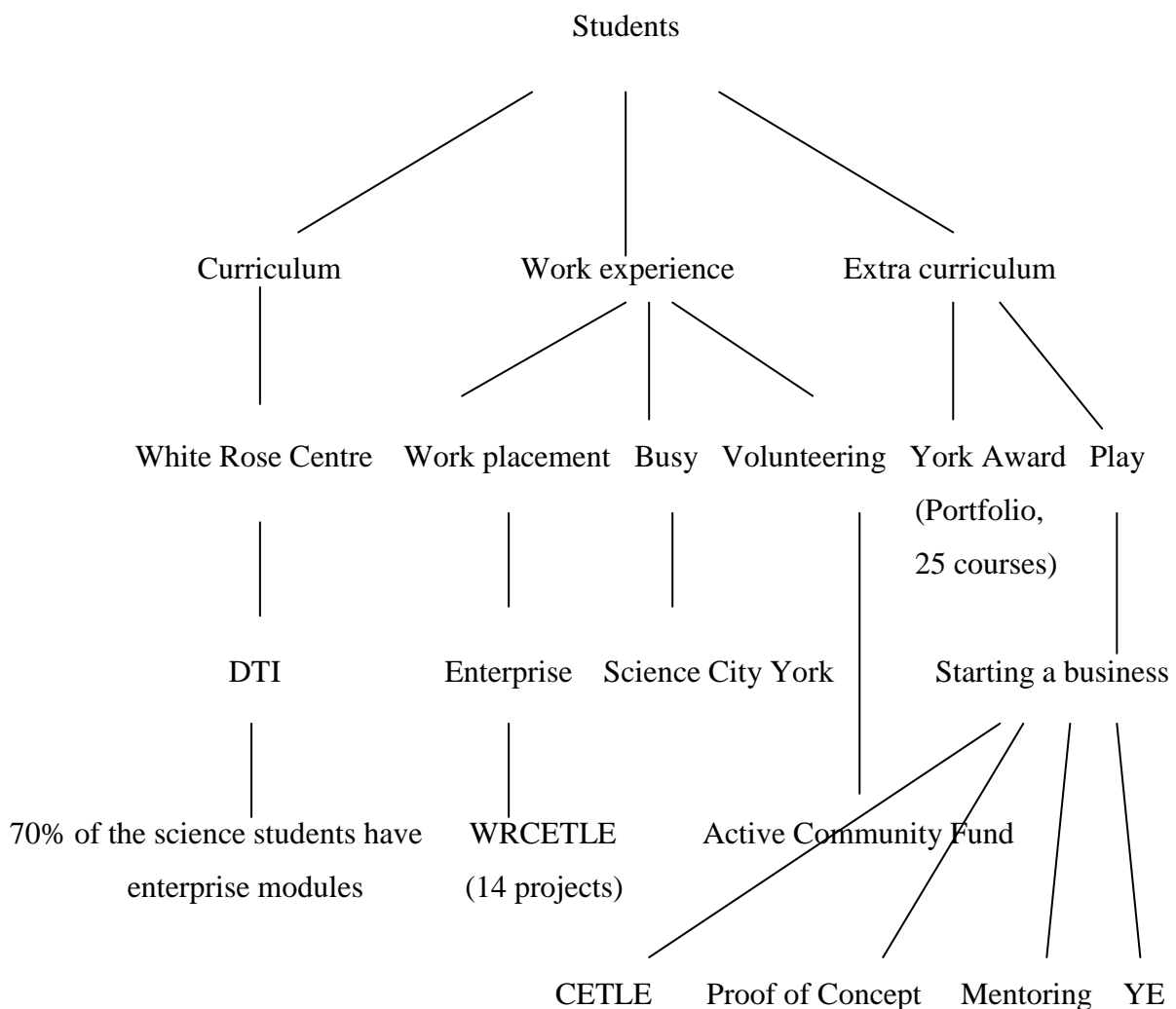
Enterprise and entrepreneurship are related concepts but different.

- Enterprise: set of skills, having ideas, creativity, getting things done, planning things, working with people to get things done, spotting opportunities and planning effectively to take advantage from those opportunities.

These skills can be used in a lot of context and entrepreneurship is just one of those contexts.

- Entrepreneurship: starting up something, probably on your own, without the support of organizations.

York aims is the enterprise, but encourage the entrepreneurship when it happens.

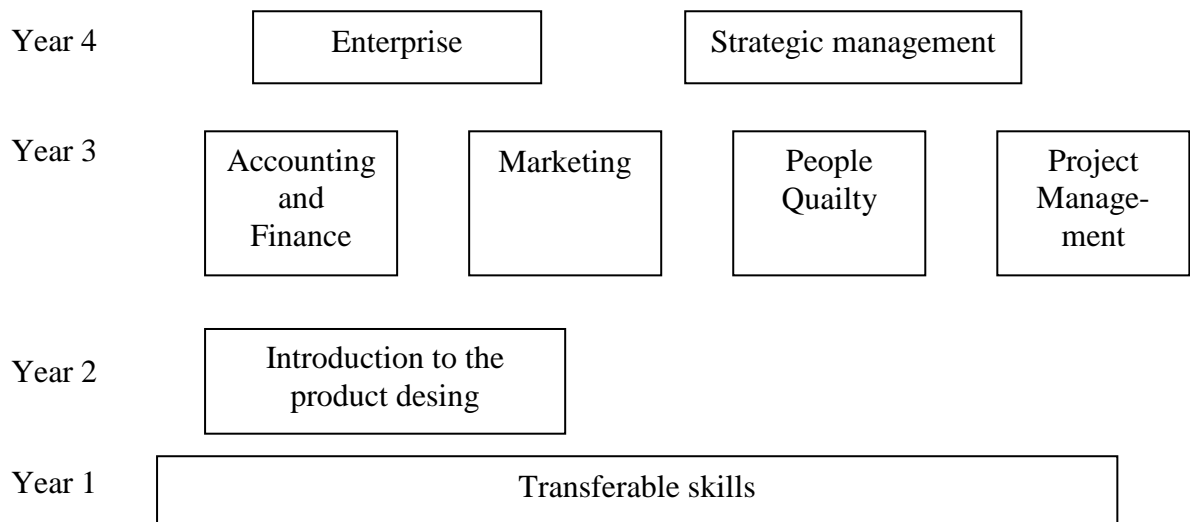


Summary about courses and modules

Bsc Engineer course /Tony Ward/:

This is a course for engineering students. They have some obligatory module during the course, which deal with entrepreneurship, or some module have a part to strengthen the enterprise skills in the students.

The set up of the entrepreneurial modules:



The vision and the goal of the course:

- Give engineering knowlegde with right skills to the students.
- Introduction the students to enterprise. Commercial feasablility. Project management, project costing. Process of realizing a product and making a business plan.
- These studetns who will be engineers probably they will be project managers, managers of the future, on the top. They try to form them to be awareness. So the teachers start to engage the enterprise aspects into the curriculum one year ago.
- The studetns trained for to be a good manager in industry and an individulal who start up business, the main different is the risk. They need basic skills and basic knowledge.

The most important skills:

Creativity

Confidence of individual

Technical skills

Presentation skills

Problem solving ability

Awareness of role of technological (computer programs)

Maturity

Msc Bioscience Technology /John Pillmoor/: This is a 10 credit module in Master Level for students in Bioscience. It has 2 terms. There is 16 students in this course, so in this module as well.

There are 3 section in the course:

- 2 week modules, trainings about technology
- Laboratory experiences: development, quality check
- 20 week placements with an external company, extended technology application

They wanted to make sure that the people have good level of transferable skills; they do not call it entrepreneurship, but business or transferable skills.

The main goals of the module:

- To strengthen the business and transferable skills, generate people who will be drivers, they have to sell the instruments, deal with customers.
- To be business ready, have skills to go to industry. How can they use the money, their ideas, manage project...

The most important skills:

Individual awareness

Marketing – how to sell

Finance

Interviewing, job qualification skills

Generate job description

They know what process is

Negotiation skills

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