

# CAH Dronten - Agrarisch Ondernemerschap



# Entrepreneurship at CAH Dronten

6 years of Entrepreneurship Education at CAH  
Dronten:

Demanding

Rewarding

Challenging



## Program of the workshop

**Background on 6 years of EE at CAH**

**General information on the course**

**What makes it demanding**

**What makes it rewarding**

**What makes it challenging**

**Entrepreneurship Educators Program: a tool to develop for The Netherlands?**

## **6 year EE at CAH Dronten**

**Pioneering group of teachers**

**Feel a possible market gap**

**Entrepreneurship education in a special major**

**Start with a pilot group in 2002**

**Special curriculum for this group**

**From day 1 in a class of entrepreneurs together**

**Competence based (the first group at CAH)**

**Long practical periods per semester**

**(10 weeks CAH - 10 weeks practice)**

## 6 year EE at CAH Dronten

**First years:**

**getting experience with competence based education**

**Challenge to make the 10 weeks of practice effective: to prevent of being too practical**

**Visiting each other on In Company days**

**Integrated assignments as proof of proficiency**

**It was known as the 'more easy to do' major**

**HBO Certificate Entrepreneurship is part of the program**

## **6 year EE at CAH Dronten**

### **New curriculum**

**2006/2007 first year in the new curriculum:  
competence based for all CAH students**

**Now half of the modules are 'shared' with other  
majors**

**Parts of these shared modules are re-designed  
for EE**

**10-10 weeks is now stopped**

**Strong focus on financial knowledge**

**Entrepreneurship major is now known in CAH  
as actually the toughest**

## 6 year EE at CAH Dronten

**EE is organized by a special organisational unit within CAH**

**Strong attention needed to keep constant focus on the development of the major**

**Board of advisors from practice**

**Large number of guest lecturers**

**Teachers are selected that fit this type of education**

**Some teachers find EE students hard to handle, some teachers enjoy these students more than 'normal' classes**

## 6 year EE at CAH Dronten

**At present around 150-170 students at CAH  
Growing numbers over the years**

**At present around 50 new students will start in  
september '09**





### **EE Curriculum has strong focus on**

- Financial management
- Competence management
- Entrepreneurship certificate including mini company
- Analysis of future perspectives
- Plan to take over the enterprise
- Bring students from

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**Entrepreneurship Educators Program: a tool to develop for The Netherlands?**

## EE is demanding for management

- will there be more students?
- will other courses have less students?
- extra groups to handle / rooms etc etc
- Entrepreneurship is part of every course, why a special major needed?

### EE is demanding for teachers

- Students are demanding
- More focus in their personal goal for the future
- Students in the group are more alike
- Courses not in line with their personal goal are directly debated on usefulness
- A strong own will (some call it stubborn ;-))
- Students start their business during their study and postpone graduating (some even cancel it): how to coach them

## EE is demanding for students:

- Teachers are harder to 'fool'
  - Profile is more clear, so assignments are made up to their profile
  - Teachers have experience in advising entrepreneurs, they know their job
  - Since they have a clear interest and future perspective teachers can address them more directly on both knowledge and attitude

### EE is demanding for teachers:

- Not every teacher is suitable for EE classes
- Need to develop new courses / new approaches: strong focus on issues of entrepreneurship
- There is a 'click' or there is no 'click' between student and teacher, there seems to be a smaller 'grey zone'
- Students are more outspoken

## EE is rewarding for the management

- It gives new challenges to teachers
- It gives new dynamics
- It gives CAH a clear focus as leader in agricultural entrepreneurship education

## EE is rewarding for teachers

- Students are willing to work hard
- Students choose for CAH EE from all parts of NL
- The 'field' is very happy with the education
- Guest lecturers are very motivated



## EE is rewarding for students

- Strong link with classmates: same focus
- Start of a strong network of young entrepreneurs
- Study very much focused on their future perspective
- Strong development in entrepreneurial competences

**Besides demanding and rewarding there is more: EE will keep on challenging us**

**Financial knowledge: ok**

**Competences in general: ok**

**Plan for enterprise: ok**

**The basic education is pretty ok actually**

**But: 'we want more'**

**Challenges on the field of innovation and strategic entrepreneurship**

**EE is challenging regarding innovative thinking**

**The basis education takes almost all study time available: innovation is dispersed over the various modules: loss of power in this field**

**Making a SWOT analysis etc: no problem**

**But what about really future oriented strategic entrepreneurship?**

**On both subjects we feel the challenge to improve our curriculum.**

**Action: Start in september with the minor Strategic Entrepreneurship**

Remarks / questions / discussion

**Some time for remarks / questions / discussion**



# Entrepreneurship Educators Program in NL??

**What is the key of successful Entrepreneurship Education?**

**Teachers that have a click with the students**

**Management can provide the facilities**

**Students can come to study**

**Teachers have to be able to reach the students**

# Entrepreneurship Educators Program in NL??

**How can we stimulate competence development of teachers in the field of EE?**

**Are we ready to invest in this development**

**In this workshop we will try to make an outline of the possibilities**

**First let's take a look in the UK**

# UK: National Council for Graduate Entrepreneurship



home  
page

policy  
& strategy

education  
community

research  
community

careers  
community

flyingstart



The Enterprise Concept

The Entrepreneurial Concept

The Innovation Concept

The Aims of the NCGE

## The Aims of the NCGE:

close

1. Long term cultural change in our universities
2. Shape the institutional environment for enterprise and entrepreneurship and embed good practice
3. Increase the number of enterprising graduate businesses
4. Inform national and regional policies that affect enterprise and entrepreneurship in universities

# **NCGE Enterprise Educators Program**

**The underpinning philosophy of the programme is based on an action, experiential and situated approach to learning.**

**The programme engages participants in group, small team and personal development opportunities with clear tasks to embed personal learning in the participants' working environment.**

**The programme runs over a period of eighteen months and includes six residential weekends, together with an optional international summer school.**

**It is intended that completion of the course will lead to a professional qualification in entrepreneurship education.**



**This is serious**

**Not just a course to obtain some skills.**

**It is a intensive program for which you have to apply.**

**Exchange between institutes**

**Active learning**

**Teaching entrepreneurship is serious business**

**Let's make it serious then!**

**Or is this outrageously overdone??**

**Let's take time to discuss on this topic using the following questions:**

**Do we really need to invest in our teachers / ourselves?**

**What kind of competences would we then need to invest in?**

**What ideas do we have on organisation and financing?**