



ENTERPRISE AND ENTREPRENEURSHIP

Enterprise and entrepreneurship are essential components of Warwick's culture and values. As a research-led institution we are committed to supporting and encouraging all members of our community to innovate and develop their ideas; if our graduates are to be successful in the global labour market, it is extremely important that they leave the university with the ability to make a pro-active, positive and socially responsible contribution to society.

We already do great things in this area. Warwick was named the UK's most enterprising university in 2013 by the Royal Bank of Scotland and the venture capital firm Find Invest Grow. This accolade recognised and celebrated the enterprise of our students involved in the Warwick Finance Society and PPE Society. Since then, the University of Warwick Science Park and Warwick Entrepreneurs have jointly planned, organised and delivered the Warwick Business Start-Up programme, and we have launched the Warwick Ventures Tech Incubator. We have developed exciting partnerships with some of our

alumni and an array of external agencies and we have also developed academic modules which incorporate enterprise into the curriculum.

Supporting student enterprise has become a fundamental part of the student experience and employability portfolio in all HEIs. Surveys such as the NSS and DLHE ask students to consider how well their higher education has developed their 'enterprise capability'. Increasingly graduate recruiters are looking for 'entrepreneurial graduates'. It's not just the experiences students have had in or around their degree that are important, it is the ability of the individual to translate those experiences in a way which is relevant to the opportunity in front of them or the employment opportunity that they are trying to undertake. It is therefore vital that the University of Warwick is innovative in its approach to engaging the student community in developing and exploring enterprise and entrepreneurship.

So, what exactly is the University of Warwick Enterprise Partnership? The Partnership involves a commitment

from all key internal departments, representatives of student enterprise societies, and our Students' Union to work together in developing Warwick's approach to enterprise. It combines excellence in teaching and learning with commercial expertise, and it combines employability with existing and potential external partners. Investing in resources to support enterprise education is of course essential. Beyond this, we need to think creatively about how to sustain and develop our provision in a way that maximises student potential, engages our Academy, and demonstrates meaningful impact for our local and wider communities.

We have so far explored three key areas that make up this complex picture: enterprise as a skill, enterprise as a business start-up and enterprise as a transformative pedagogy. All have a valid contribution and our challenge now is to build on these facets, connect them, and bring the entrepreneurial journey to life. I am confident that the Partnership can do this.

Ken Sloan
Registrar and Chief Operating Officer

INTRODUCING THE ENTERPRISE PARTNERSHIP



The Enterprise Partnership was launched at the event 'Making Sense of Enterprise Education' on the 6th of February 2014. The partnership aims to foster relationships and provide advice, guidance and support for all those interested in enterprise across Warwick. The event followed the outlook of the partnership itself, of engaging with anyone interested in enterprise. The mix of speakers from across the university community showed the different elements to enterprise, not merely business related, but applicable to a spectrum of facets

of university life. We want to build on the success of the launch event, and the feedback from the subsequent networking in order to drive enterprise forward at Warwick. The launch was the initial step in making the wider university community aware of the partnership, and to help focus all enterprising individuals in one place. We aim to help provide a central resource to enable anyone with the desire to be involved in enterprise at Warwick (in whatever guise) to be able to easily find the appropriate mentoring and guidance.

Together we wish to inspire those who otherwise may not believe there is the opportunity, to see what a great platform university is to be part of an enterprising team, and in turn bring something to our local community. The launch helped show what we want to offer, and indeed through the various student speakers, what different types of enterprise can mean, and how this will bring new skills, experience and friendships.

Rachel Davis, Head of Student Development, Student Careers & Skills

ENTERPRISE EDUCATION AS A "SKILL"

Before joining Warwick, I managed and performed in a band for 5 years. This was very much like running a business, and enhanced my understanding of the fundamental business processes that help to achieve profitability: financing a project, effectively branding and marketing an idea and building up an effective network of support.

I then went to university. Towards the end of my first year, once I had become set on pursuing a career in commercial law – I found myself seeking help and guidance from friends and acquaintances outside of Warwick university, and realised there was a real gap in the market for a peer-to-peer network of support – especially since so many finalists at Warwick had secured training contracts with top firms.

As such, the ex-Law society president and I decided to set up Warwick Commercial Law Society. We knew the major challenge would be differentiating the society to effectively compete for members and sponsorship with similar long-established societies. For this reason, we decided to merge with Warwick Finance Societies, thus becoming part of one of the largest

societies in Europe. That Warwick Finance Societies had won 'most innovative society in the UK' numerous times proved a major attraction in light of the differentiation we needed to achieve.

Whilst building up Warwick Commercial Law, I realised all the skills I had previously developed were wholly relevant. In both managing a band and running a society, I had to brand the project; we as a team had to market ourselves extensively; we had to persuade people to take an interest; and, above all, we had to ensure our events were executed in a manner that made people want to return.

- Networking was fundamental to arrange tours, book support acts and secure funding for a band. This skill has been essential in building links with other societies and academic departments.
- Developing an attractive product or offering, for instance an album or merchandise, was of vital importance to the band's success. Similarly, unique, interactive, practical events, as well as peer-to-peer publications validated by esteemed sponsors helped to differentiate our society's offering.

- Innovative marketing and engagement was key.

This demonstrates that the core skills you develop whilst working on one project transcend that particular project and are applicable elsewhere – whether it is at university or in an external commercial context. University provides a platform upon which enterprising individuals' exposure to risk is, in general, far lower than it will be when pursuing an innovative idea post-graduation. University provides a 'safety net' or 'bubble' in which to explore enterprise – it doesn't really matter if ideas or events fail to resonate with people – a drop in demand will not result in any credit rating destruction, bankruptcy filings or significant reputational damage; it doesn't matter if adequate sponsorship cannot be secured – events or projects can just be scaled back without potential legal issues arising. For this reason, I would encourage students to explore any enterprising ideas they may have, no matter how big or small, whilst at university.

Richard Groves, UG/PGT Enterprise and Research Development Officer, Student Careers and Skills

TEACHING ENTREPRENEURSHIP AND THE WARWICK ENTREPRENEURIAL PARTNERSHIP

I have been involved in entrepreneurial activity since childhood and my early career took me to a large leisure corporation. Interesting that on leaving I was given a book, *Intrapreneurship* ('How to survive in a large organisation as an entrepreneur'). I moved on to become a Director of an Enterprise Agency and then to Warwick Business School to be involved in advising and helping others to run their enterprises, or teaching about business start-ups. The two key perspectives which I want to emphasise relate to the importance I place on recognising and releasing both individual talent and potential, as well as supporting the development of entrepreneurial opportunity and encouraging development pathways.

I run three courses at Warwick which take some 900 undergraduates through the entrepreneurial start-up journey. Taught in teams, individual group members are encouraged to find out what their unique skills, talents and characters are, as well as having the opportunity to develop their own business ideas from reasonable prospects to measured acceptable risk of success.

Even those who don't go on to set up businesses, tell me that the experience, particularly learning to handle and manage uncertainty, whilst challenging, also helps them to build self-awareness, confidence and resilience, and even character, to aid them in their lives and future careers.

I am excited to be involved with the Enterprise Partnership at Warwick and believe it to be a really significant milestone as well as a significant opportunity. Key experts, departments and interest groups across the Warwick community have come together in around a vision to release entrepreneurial potential. I can see the development of a student enterprise development pathway emerging. This would offer the possibility to all students at Warwick to discover and release their own and others' entrepreneurial potential. They would be guided down a journey of entrepreneurial release, and be linked to an Alumni support network during their time at and after leaving Warwick.

**Nigel Sykes, Principal Teaching Fellow,
Warwick Business School**



THE STUDENT PERSPECTIVE

The launch of the Warwick Enterprise Partnership on Thursday 6th February signified a substantial move from Warwick to make a united effort in promoting enterprise across the university.

As a student and someone who is involved in running Warwick Entrepreneurs I couldn't be more excited to see such vested interest in enterprise from so many people across a variety of departments and functions at the university.

I believe that this event clearly demonstrates the how much entrepreneurship is valued not only because of the skills it can build but also because of the experiences it can create. I am looking forward to see just how much more we can do for students and staff at the university now that we have combined forces and resources through the Enterprise Partnership

Kostadin Kolev, Engineering Undergraduate and Warwick Incubator Director

THE PARTNERSHIP WEBSITE

A part of the launch of the Enterprise Partnership on 6th February was based around the Enterprise Partnership website going 'live', which can be accessed via www.warwick.ac.uk/enterprisepartnership



The site is the virtual space through which those interested in enterprise should start their journey. Much like the launch event, and the Enterprise Partnership in general, it is focused on engaging with others, so we welcome you taking the time to interact by filling out 'what enterprise means to you' on the site. We aim to list events and give more details about the partnership, and enterprise as a whole via this site in the future, and we will certainly be running future events based on the feedback from the launch event, so keep up to date with the site for announcements. On the site you will find interviews of what 'enterprise' means to various people, ideas for inspiration, and where to get assistance. We recommend you visit it to start your enterprising journey with us here at Warwick.



FORTHCOMING EVENTS

Making Sense of Digital Humanities,
21 May 2014

Capital and Reinvention 10 years on; becoming IATL and reimagining the future of the University
19 & 20 June 2014

University Teaching and Learning Showcase,
24 June 2014

International Conference of Undergraduate Research (ICUR),
23 September 2014.

For more information about these events and how to register your attendance please check News and Events on the IATL website www.warwick.ac.uk/iatl/newsandevents

IATL FUNDING DEADLINES

DEADLINE (YYYY/MM/DD)	FUNDING STREAM	AVAILABLE TO
2014/06/25	Student as Producer (Performance), Performance Festival Bursaries	Undergraduates and postgraduates

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