

Embedding Enterprise in Higher Education 2009 Conference

Tuesday 7th April 2009, 9.15am – 2.45pm, University of Plymouth
Finale of Flux 2009, 3.00pm – 7.00pm

In parallel with the National Final of Flux 2009, the University of Plymouth is hosting an **Enterprise Conference**.

Aims

- To explore enterprise in education;
- To share ideas and practical examples of how enterprise can be embedded in the curriculum;
- To identify enterprising opportunities provided through extra-curricular activities;
- To consider how to engage students, staff and employers with the enterprise agenda.

The event is open to:

- Staff champions attending the FLUX event with student teams
- Enterprise champions in South West higher education institutions
- University of Plymouth / UPC staff
- Staff from other higher education institutions
- Business intermediaries
- Business representatives
- Higher education policy makers.

As part of the conference, delegates will have the opportunity to watch the finale of FLUX 2009, the largest national higher education student enterprise competition, being organised by the University of Plymouth and delivered by The Working Knowledge Group.

Keynote Speakers

Mr Carl Gilleard, Chief Executive, Association of Graduate Recruiters

Dr Peter Hawkins, Fellow, University of Liverpool

Ms Judith Smith, Senior Advisor, Higher Education Academy



FLUX 2009



register now at

www.placementlearning.org/conference

or contact our Conference Team: 01 752 586005

Closing date for registration: 17th March 2009. Delegate rate for higher education staff outside the South West: £50

Programme

- 09.00 Coffee and Registration
- 09.30 Introduction and Welcome
Professor Wendy Purcell
- 09.45 Keynote 1 – Judith Smith, Senior Advisor,
Employer Engagement, Employability and
Employee Learning, Higher Education Academy
National perspective on embedding enterprise
in higher education
- 10.20 Keynote 2 – Dr Peter Hawkins, Fellow,
University of Liverpool
An enterprising approach to work: Working,
Learning, Playing, Giving
- 10.45 Coffee
- 11.15 Workshop One: choice of 5
- 11.50 Workshop Two: choice of 5
- 12.30 Lunch
- 13.15 Keynote 3 – Carl Gilleard, Chief Executive,
Association of Graduate Recruiters
The value of enterprising students to employers
- 13.45 World Café: 15 table topics; opportunities to
share good practice
- 14.35 Plenary – closing remarks
- 14.45 Conference ends – delegates attend finale of
Flux 2009

World Café

- Building enterprise into E-Portfolios and PDP
- Building enterprise into careers education
- Sustainability and enterprise – can they co-exist?
- Experiential learning
- Strategies for embedding enterprise in the university culture
- Engaging students in enterprise
- What is an entrepreneur?
- What is enterprise?
- Engaging staff in the enterprise agenda
- Engaging alumni in enterprise
- Engaging employers
- What is social enterprise?

Indicative Workshops

Employer Engagement

1. More than just a cash cow: employer engagement in the curriculum and beyond

2. Engaging social enterprises in working with HEIs

Knowledge Transfer

3. Supporting enterprise through work-based learning

4. Case Study: enhancing enterprise through knowledge transfer partnerships with businesses

Engaging Staff

5. What is the role of an enterprise enabler/champion in higher education?

6. Strategies for developing and supporting enterprising staff

Embedding Enterprise in the Curriculum

7. Case Study: using games and simulations as a practical way of embedding enterprise in the curriculum

8. Case Study: Students and Refugees Together (STaRT): a successful student-led social enterprise

Enterprising Opportunities outside of the Curriculum

9. Opportunities and support provided by student unions

10. Recognising and accrediting informal learning by students

*Come prepared to share
and contribute*

...want to know more?

www.placementlearning.org/conference

or contact our Conference Team

01 752 586005

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