

Manchester Metropolitan University:

**Entrepreneurial Catalyst
award
(An embedded approach to
enterprise and community
engagement).**

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This talk will cover;

- A student-centred integrated pathway, increasing access for students to progress towards start up throughout their studies.
- Creating a social/civic entrepreneurship route
- Case studies and pedagogies for engaging the Greater Manchester community
- Ending with discussions for areas for collaboration

Student-centred integrated pathway

Overall aims;

- To create a student-centred integrated pathway, which will increase access for students to progress towards start up throughout their studies.

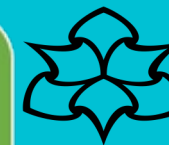
Objectives:

- To increase the number of students who are;
 - Enrolled on our entrepreneurship units
 - Progressing through academic levels of an entrepreneurship pathway
 - Demonstrating development of their entrepreneurial capabilities
 - Accredited by the IOEE
 - Starting a range of new business (full time or part time, Sole trader, Partnership, Ltd, social enterprise etc.)
 - Returning as alumni to support the entrepreneurship pathways
 - Progressing to the MSc Entrepreneurship programme

Student-centred integrated pathway

We have created two pathways that provide flexibility for the students to begin their entrepreneurial journey in the first year and progress throughout the remainder of their studies:

- **Social/Civic Entrepreneurship Route**
 - Innovation and Creativity Skills for Business (Level 4)
 - Social Innovation Through Entrepreneurship (Level 5)
 - Community Action Project (Level 6)
 - MSc Entrepreneurship (Level 7)
- **Entrepreneurship Route**
 - Innovation and Creativity Skills for Business (Level 4)
 - Business Creation (Level 5) & Entrepreneurial Reflection (Level 5)
 - Launch and Trading (Level 6) & Ready for Investment (Level 6)
 - MSc Entrepreneurship (Level 7)



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SELF INSIGHT & VISION

Unit: Innovation & Creativity Skills for Business

Key aspects of delivery:

- Idea generation tools and skills
- Introduction to approaches to entrepreneurship
- Deconstructing entrepreneurship & making it accessible
 - Group activities
 - Feasibility exercises
- Industry & market research
 - Pitching
 - Reflective practice
 - Action planning

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SELF & PRACTICAL

Units:

- Social Innovation through Entrepreneurship
 - Business Creation
- Entrepreneurial Reflection

Key aspects of delivery:

- Problem based learning activities (individually and in groups)
- Idea selection and viability
 - Action learning
- Industry and market research
- Reflective practice for entrepreneurial skills and capabilities
 - Reflective practice

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VENTURE CREATION

Units:

- Community Action Project
 - Launch & Trading
- Ready for Investment
 - Young Enterprise

Key aspects of delivery:

- Action research
- Venture creation & launch (own ventures and simulation)
- Inspirational entrepreneurial speakers
 - Business mentoring

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DEEPENING UNDERSTANDING

Programme:

MSc Entrepreneurship

Key aspects of learning:

- Deepening understanding of self as an entrepreneur
- Deepening understanding of venture creation processes
- Exploring areas of potential for further research (PhD)



Social/civic entrepreneurship route

- Level 5
- Social Innovation Through Entrepreneurship (SITE – a place for change)
- Using a problem-based approach, students will develop innovative solutions to address a given social/community issue/challenge and create positive social impact.
- Oldham community issues – GM, Mayor, OSEN, community:

- Level 6
- Community Action Research (CAR – a vehicle for change)
- Action research – 1 of 10 boroughs of GM
- Map Eco-system for Social Enterprises
- Map stakeholders engaged in issue
- Create Proposal (Oct-Jan)
- Engage stakeholders and deliver an intervention: Event and evaluation (Jan-May)

Greater Manchester Civic University

- Themes:
 - Education and Skills (inc degree apprentices)
 - Digital Economy
 - Jobs and Growth
 - Net Zero
 - Cultural and Creative Economy
 - Tackling Inequalities
- Collaboration of 5 Greater Manchester Higher Education Institutions;
 - Manchester Metropolitan University
 - University of Manchester
 - University of Salford
 - University of Bolton
 - Royal Northern College of Music
- <https://www.greatermanchesteruniversities.org/>

Oldham in Place

GM Local Access Programme – National initiative for local place-based partnerships

£33 million, 10 year initiative of blended social investment; grant and repayable finance.

The Foundation for Social Investment and Big Society Capital.

Community Renewal Fund (CRF) bid via GMCA for £500k including £60k for MMU evaluation

Strong links to the Civic University priorities;

Education and skills

The digital economy

Jobs and growth

Net zero

Creative and cultural economy

Reducing inequalities

<https://www.greatermanchesteruniversities.org/priorities>

MMU announcement on GM Civic University Agreement

Strategy Enterprise Sustainability Department

Student opportunities

UG

Level 5 Social Innovation Through Entrepreneurship unit (600 students)

Level 5 Business Creation (50 students)

Level 6 Business Start-up unit (30 students)

Level 6 Business Consultancy students (150)

PG

Level 7 Msc Dissertation/Research Project

100hr Placement

RISE activities

Volunteering

Jobs4Students etc.

Research Question

What role does place play in social enterprise development?

Objectives

1. Evaluate the macro to local implementation of policy
2. Explain the context for social enterprise development in the place (history, intermediaries, social movements, policy.)
3. Critically investigate the experience of social entrepreneurs in the social enterprise place

Places

- Alston Moor, Cumbria
- Oldham, Greater Manchester
- Whitehaven, Cumbria
- Utrecht, The Netherlands



International Offer

- Staff mobility (both ways)
- Student mobility (both ways)
- Co-curriculum (co-taught) units
- Case study competitions
- Student visits
- Research collaborations
- Guest lecture visits from MMU to UU (public sector strategy)
- Longer term Offer – study abroad – L5/6 1 year

- Invite
- Guest lecture to visit MMU Level 7s – Semester 1 - 250 students

Upcoming proposal

- Mid June – agree week for 3 day visit.
- Visit with 15-20 L7 SES
- Tour of UU & HU, Social Impact Factory and meet social entrepreneurs, and a couple of large national/international businesses?
- Any offers of a guest lecture on anything of interest?

Hartelijk dank voor uw tijd

- Any questions
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