

Entrepreneurial Curriculum Mapping Brief Summary



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Definitions for purpose of curriculum mapping

'Entrepreneurial Education' is an umbrella term for two different types that have slightly different aims:

- Enterprise Education aims to develop students' awareness, mindset and capability to identify needs, problems, or opportunities and their ability to take effective action in ambiguous and rapidly changing circumstances.
- Entrepreneurship Education aims to apply the students' enterprising mindset in an organisational or business context, encompassing realistic scenarios and risks that may include; stakeholders, funding, sustainability, innovation, strategy, ethics, governance, and regulatory compliance.

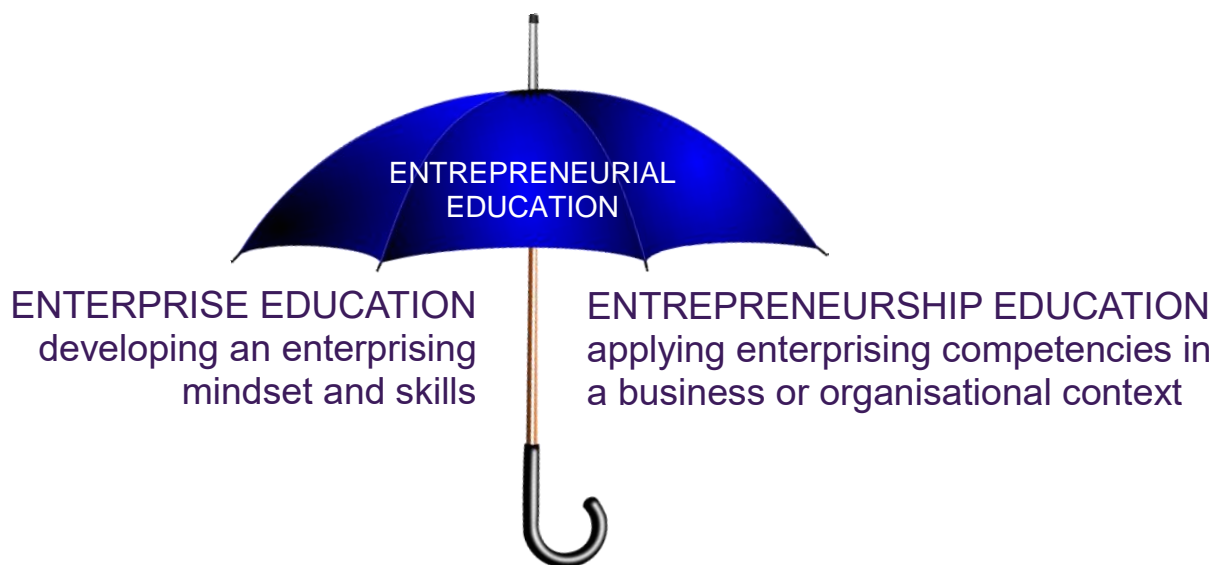


Figure 1: Definitions

While the use of technical terminology to differentiate 'enterprise', 'entrepreneurship', and 'innovation' helps provide clarity for the planning of teaching and learning, consideration to the student-facing terminology can build understanding, raise awareness, and overcome barriers to engagement.

During a consultation exercise in 2018, UQ students and staff highlighted that preconceptions of entrepreneurship and enterprise can get in the way of understanding its relevance and be a barrier to engagement. Generally, the term 'entrepreneurship' was interpreted to mean starting up a new business. 'Enterprise' was associated with large corporations, and 'innovation' was associated closely with research commercialisation.

Course scan and mapping

A snapshot of 2018 courses was taken by looking at the Electronic Course Profiles. Three thousand, six hundred and twenty four course ECPs were analysed, and one hundred and eleven courses mapped as entrepreneurial education. Many of these courses are subject-specific entrepreneurial education.

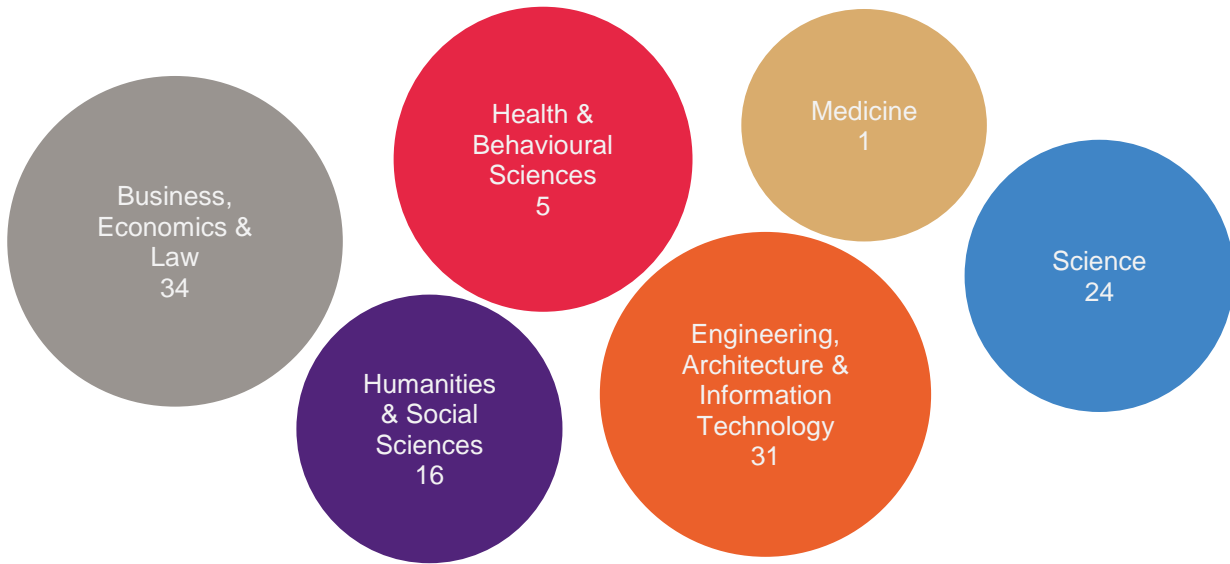


Figure 2 Course scan

The course title nomenclature is very broad, highlighting many of the attributes and competencies of entrepreneurial learning, as well as clearly going beyond ‘startup’.



Figure 3 Course title word cloud

Categories for detailed mapping

A matrix has been developed to help identify and differentiate the primary purpose of an instance of entrepreneurial education. This can be utilised at a macro or micro level, using a heat-map approach to illustrate learning activities, assessments, courses or programs.

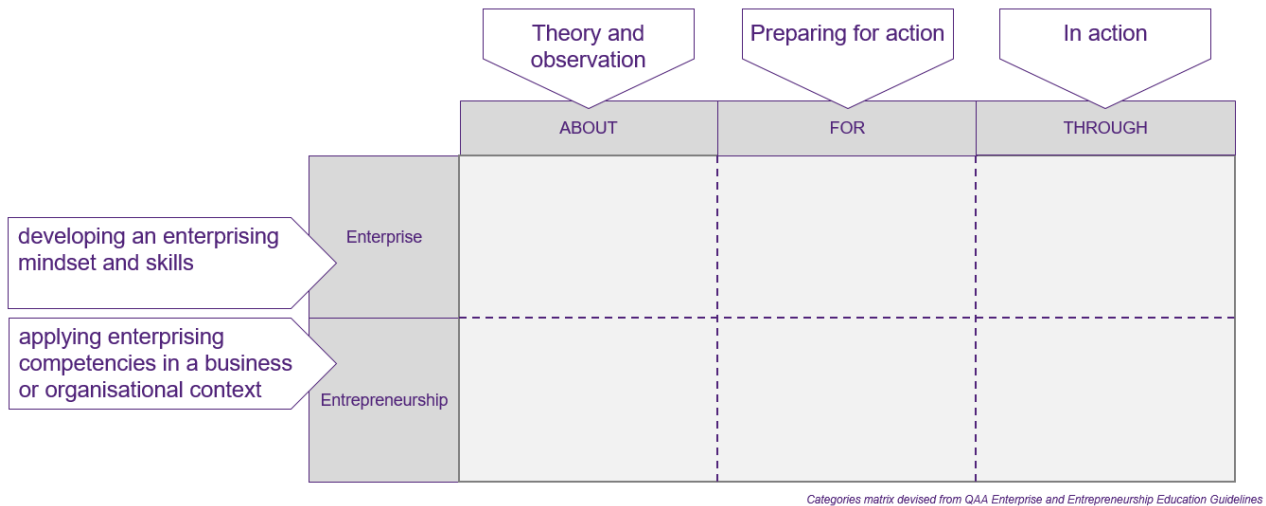


Figure 4 Matrix of categories

The identified entrepreneurial courses have been plotted into this matrix to provide an overview. With the mapping based on ECPs there are likely to be gaps in this information, and further work with Schools and Faculties can strengthen accuracy.

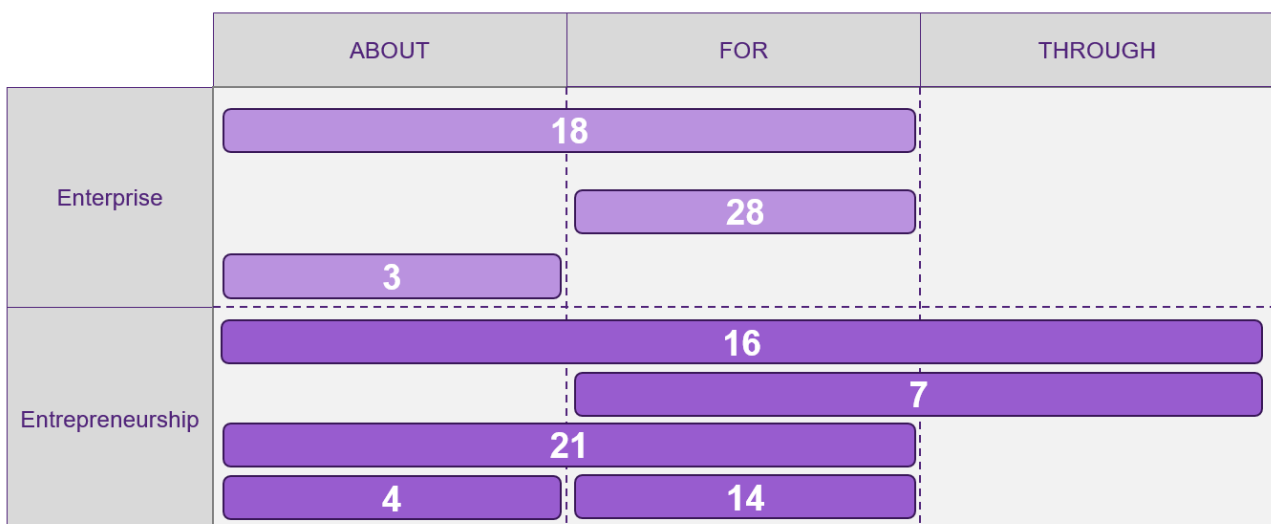


Figure 5 UQ courses plotted in matrix

Examples

| | ABOUT | FOR | THROUGH |
|------------------|--|---|----------------------------|
| Enterprise | HUMN1201 Perspectives in Humanities | | |
| | DEC07110 Design Thinking | | |
| | | GEOG3003 The Global Metropolis | |
| | SCIE1200 Introduction to Science Research | AGRC1040 Food for a Healthy Planet | ADVT2510 Advertising Media |
| Entrepreneurship | ENGG7902 Engineering Innovation and Leadership & TIMS1301 Foundations of Entrepreneurship & EIBS7307 Lean Start Up | | |
| | | AGRC3037 Plants for Human Health | |
| | MUSC3900 Music Career Skills and Entrepreneurship | | |
| | ECON2540 Economics of Innovation & Entrepreneurship | VETS3022 Veterinary & Animal Enterprise Business Fundamentals | |

Figure 6 Examples of UQ courses

Programs already offering entrepreneurial courses

Undergraduate programs:

36 undergraduate degrees currently offer some level of Entrepreneurial Education (EE), typically 1-2 courses. This figure doesn't include dual degrees or diplomas.

Postgraduate programs:

Currently offering some level of Entrepreneurial Education (EE), typically 1-2 courses:

- 33 Masters programs
- 24 Graduate Certificate programs
- 8 Graduate Diploma programs

An interactive set of data has been created in Tableau to highlight the programs that currently contain entrepreneurial courses, and to be able to reverse engineer the link and see from a course code which programs that course is being offered in.



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