



International Conference

“Teaching and Learning through cooperation with business.”

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Title of presentation

Using Businesses and Charities to augment student learning

Speaker

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Abstract

This presentation aims to share experiences and practice in delivering undergraduate modules in enterprise and strategic management utilising partnerships we have with charities and businesses. Lourenco and Jones (2006) suggest entrepreneurs learn primarily through learning-by-doing and reflection. They cite Cope and Watts (2000) and Deaking and Freel (1998) ‘learning by copying and opportunity taking; and learning from making mistakes’ Gibb (1997). Raising funds for local charities proved most opportune, they are always looking for people to help and institutionally the least contentious route, it is difficult to disagree with a good cause. It provided a degree of creative freedom, was not resource or time hungry and introduced the students to the third sector. Lourenco and Jones (2006) less than 3% of HEI’s made use of action/experiential learning which are regarded as ‘the most effective route to entrepreneurial education’ (McKeown 2006; Pittaway and Cope 2006). The aim should not only for producing enterprising people who can start their own businesses if or when the time arises, but who can work effectively for someone else (ie: intrapreneurs) and engage in social enterprise.



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