

International programme design and delivery for innovation students:

Context & collaborative reflections during a teaching mobility



Background
Teaching mobility to CBS International Business School, Brühl, March 2024
Course
International Innovation Management (IIM)
Entrepreneurship (Education) - EE



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Topics
Idea Generation; Creativity; Innovation; Stakeholders; New Ventures; Society
Assessment
20-minute Business Pitch Presentation; 1-hour team-based debate

Context ↔ **Collaboration** ↔ **Conclusion**

DESIGN

- Entrepreneurship element of IIM programme (*equivalent to 10 credit UWS*)
- New Venture Creation-focussed (Burns, 2016)
- Social/Sustainable lens of entrepreneurship
- Group Assessment
- Behaviourist / Constructivist Philosophy

ENTERPRISE

Team-based activity: **experiential / scenario** (Crammond, 2023b)
Discussion & Debate: **Societal Perspectives**
Group Assessment: Presentations
Prepare → Position → Promote

INTERNATIONAL EE
Diversity + Experience + Activity = Cognisant EE
Policy Landscapes (HEPI, 2022)
Reaffirming vitality & connected nature of ecosystems

DELIVERY

- 1-week course; 8 topics; Question-led
 - **'What is being discussed?'**
 - **'Why is it important?'**
 - **'How can we evidence learning?'**
 - **'Where can this learning be applied?'**
- Entrepreneurial contexts (Keating & McLoughlin, 2010)
- Ecosystem & Stakeholder appreciative
- Market / Industry demands

ENGAGEMENT

Student-centric **environments**
Process-oriented
Establishing entrepreneurial **traits**
Resilience & emerging skills

INSTITUTIONAL EE

Loosening Philosopher ↔ Educator roles
Influencing Strategy & Structures (Epure et al., 2023)
Sharpening Identity / Ideology (Nelles & Vorley, 2011)
Reviewing Resource & Rhetoric
L&T for EE (Crammond, 2023a)
Affirming stages for collaborative practice:
Method: Approaches for EE
Motive: strategic responses via EE
Message: engagement through EE
Medium: goals-orientation from EE

