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)

**Context**

Entrepreneurship (Education) - EE

**DESIGN**

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

**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

**Enterprise**

Team-based activity: **experiential / scenario** (Crammond, 2023b)

Discussion & Debate: **Societal** Perspectives

Group Assessment: Presentations

Prepare → Position → Promote

**Engagement**

Student-centric environments

Process-oriented

Establishing entrepreneurial **traits**

Resilience & emerging skills

**Conclusion**

INTERNATIONAL EE

Diversity + Experience + Activity = Cognisant EE

Policy Landscapes (HEPI, 2022)

Reaffirming vitality & connected nature of ecosystems

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)

**Topics**

Idea Generation; Creativity; Innovation; Stakeholders; New Ventures; Society

**Assessment**

20-minute Business Pitch Presentation;

1-hour team-based debate

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