

Entrepreneurship network development among universities

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EUE-Net final meeting from 9th to the 11th of September 2010, Istanbul

Small Business Center

Case studies for benchmarking next EUE-NET II

Baltic Sea Region entrepreneurship development among universities (BSR Interreg IV A)

- **Creative Entrepreneurship Network Development (CREAENT)** 11/2009-10/2012 (lead partner)
Creative entrepreneurship training network development (Finland, Estonia, Latvia, Sweden), www.creaent.fi
- **Central Baltic "Soft-landing" Zone for Small and Medium Size companies (SMEDGE)** 03/2009-10/2011(partner)
Business incubators soft-landing services development in Central Baltc region (Estonia, Finland, Latvia and Sweden), www.smedge.org

Network for development e-learning on entrepreneurship

- **REMARK Leonardo da Vinci –project**
Development of an e-learning package and e-learning for potential knowledge-based entrepreneurs



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CENTRAL BALTIC
INTERREG IV A
PROGRAMME
2007-2013

CREAENT

Creative Entrepreneurship Training Network
-project



TTÜ MAJANDUSTEADUSKONNA
KOOLITUSKESKUS



RĪGAS EKONOMIKAS AUGSTSKOLA
STOCKHOLM SCHOOL OF ECONOMICS IN RIGA



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The main objective of the project is linking of knowledge and innovation to sustainable economic development and competitiveness of the program area and development a best practice model of entrepreneurial education in Central Baltic region's (CBR) universities for potential and young entrepreneurs from creative sector.

The results of the project are:

- 1) analysis of creative entrepreneurship training needs in Finland, Estonia, Latvia and Sweden,
- 2) joint cross-border training program for potential and beginning entrepreneurs in knowledge-based creative industry fields in CB region, and
- 3) a networking concept bringing together CB region's potential and beginning entrepreneurs from creative sector,
- 4) network between CB region's educational institutions in the field of entrepreneurial education, and network between educational institutions and business supporting organizations.



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Activities:

- Surveys and analysis of the creative entrepreneurship training needs in partner countries, December 2009 – October 2010
- 4 networking events for the young entrepreneurs in Finland, Estonia, Latvia and Sweden,
 - 1st event in Riga on September 22-23, 2010
 - 2nd event in Finland on February 2011
 - 3th event in Estonia on September 2011
 - 4th event in Sweden on February 2012
- Internet-based networking concept development for the Finnish, Estonian, Latvian and Swedish potential and beginning entrepreneurs, 2009-2012
- Joint cross border training program development and pilot training program for creative entrepreneurs, 30 cp, April 2011-April 2012
- Cross-border network development between Finnish, Estonian, Latvian and Swedish universities and business supporting organizations in the field of entrepreneurial education, 2009-2012



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SMEDGE

CENTRAL BALTIC "SOFT LANDING" ZONE
FOR SMALL AND MEDIUM SIZE COMPANIES

Introduction to the Project

SMEDGE

- Duration: 03.2009 – 10.2011
- Goals:
 - Developing a joint “soft landing” model for companies for expansion into other CB markets through combination of activities
 - Joint training for the business incubator and science/technology park managers of the CB region
- Project:
 - Helps in starting your business in Latvia, Estonia, Finland and Sweden, incl. market research, country specific design, etc.
 - Business partners from Latvia, Estonia, Finland and Sweden
 - Training in key aspects of international business

REMARK

- **The main aim** of the ReMark project is:
 - to adapt an entrepreneurship e-learning package to the needs of potential knowledge-based entrepreneurs – mainly researchers, but also students and young graduates with technological/scientific knowledge, and test and disseminate it in Lithuania, Cyprus, Slovakia and Finland.
- **Project objectives** include:
 - analysis of the current e-learning package and its adaptation to the needs of the target groups and participating countries;
 - e-learning package transfer to Lithuania, Slovakia and Cyprus by translating it and placing in the project partners' websites;
 - testing and evaluation of the e-learning package by the target groups;
 - implementation of the valorisation strategy.

Ideas and network proposals for EUE-Net partners

1. Benchmarking of the best practices on entrepreneurial training among universities
 2. Analysis of entrepreneurship training needs in partners' countries
 3. Development of entrepreneurship training model and own adapted training programs
 4. Piloting of training programs
 5. Joint training and networking events for the young and potential entrepreneurs
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Model of Entrepreneurship Education

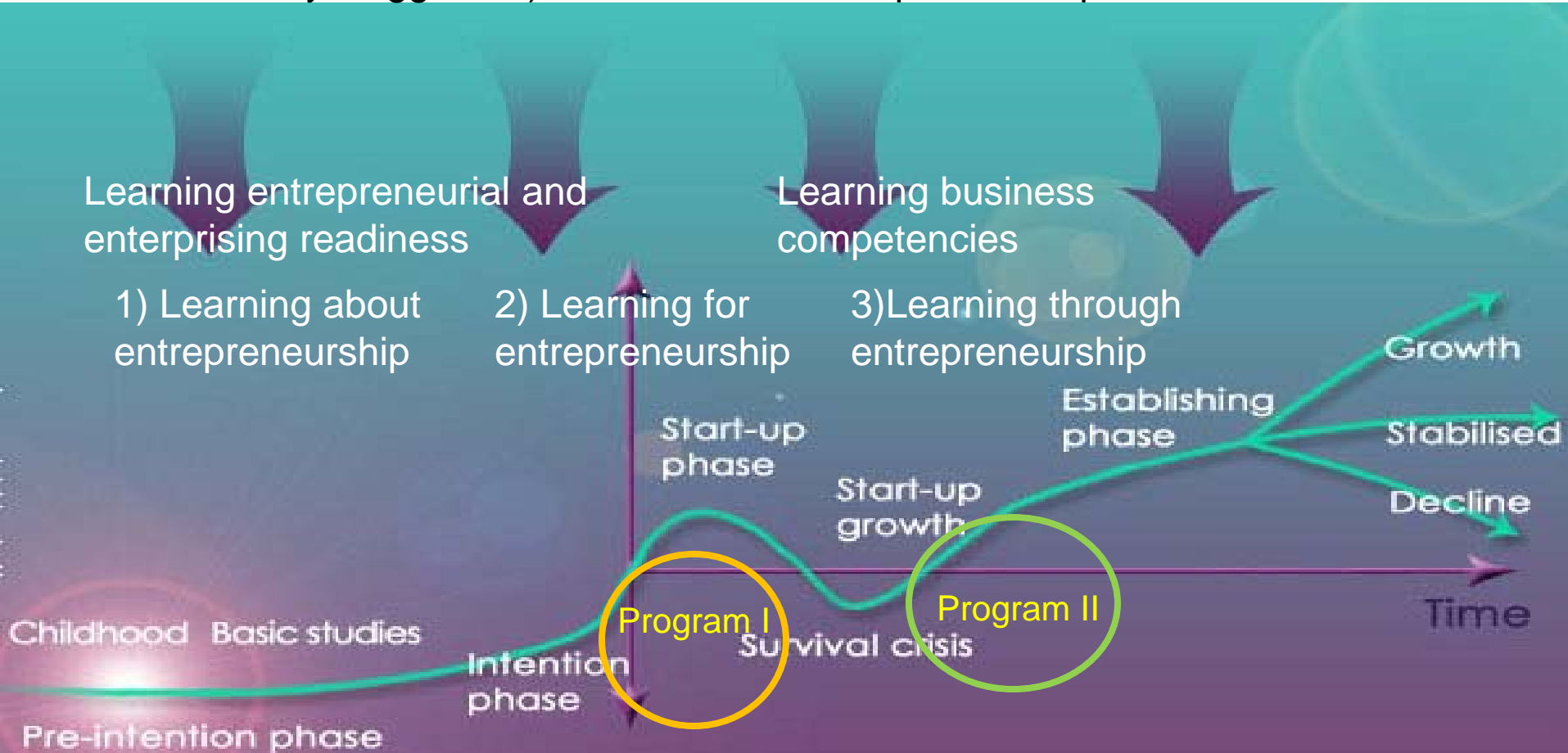
Professional Identification
and
Entrepreneurial learning
process

Business Know
How

Entrepreneurial Readiness

Orientation on entrepreneurship and professional
identification

THE LIFESPUN MODEL OF AN ENTERPRICE / AN ENTREPRENEUR (Hyrsky & Kyrö 2005, modified by Hägg 2010) as a frame for entrepreneurship education in C.I.



Modified from the original source: Suomalaiset yrityspalvelujärjestelmät asiakasnäkökulmasta tarkasteltuna. Saapunki, Lehtinen, Aarnio, 2004.
By: Hyrsky, Kyrö, 2005, University of Tampere, Research Centre for Vocational Education

How to carry out training programs?

- Target: a) Promoting start-ups
b) Accelerating growth oriented enterprises

Outi Hägg 2010

Content:

1) to learn entrepreneurial behavior

- To learn entrepreneurial **working identity** (we are not born to be entrepreneurs)
- To learn entrepreneurial action and behavior **by acting and testing**
- To learn **self-regulation competencies** in self-reflection and in critical-reflection with the significant others.

2) to learn entrepreneurial knowledge and skills

- To learn business knowledge and skills (marketing and sale, business modeling, financial skills, intellectual property rights) **in real life situations**
- to be able to apply these skills **in different kind of contexts**

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Natalia Narits, office manager

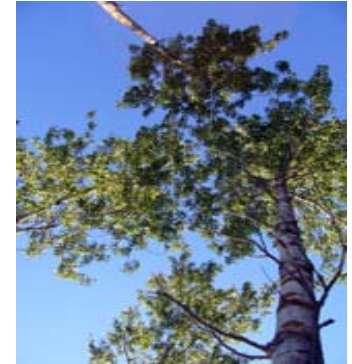
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www.creaent.net

www.smedge.org

www.remark.lt