

UNDER MY WING

SUPPORTING GRADUATE ENTREPRENEURS

Newsletter Issue 4, Autumn 2014

It is widely accepted that coherent entrepreneurship education initiatives are in short supply throughout Europe and that innovative pedagogies are a necessary basis for building an entrepreneurial spirit. Entrepreneurship training for graduates in the creative sectors is rarely, if ever, provided during their time at university. Where any third level provision exists it tends to have a singular focus on students taking more business oriented courses despite the fact that research clearly shows that students in the creative sector are at least twice as likely to establish an enterprise than their business counterparts.

Meath Partnership in conjunction with our European partners believe that it is essential that new approaches are developed where graduates and undergraduates in all academic disciplines can be supported to acquire the necessary additional skills to expand their life and career choices.



A panel of four local entrepreneurs presented their unique case histories to conference delegates helping to inspire the next generation of local entrepreneurs. For the majority of the individuals concerned their present entrepreneurial venture has come about either directly or indirectly as a result of the economic collapse in the 2008-2010 period. Their stories are clear evidence that whatever the circumstances there are always viable opportunities for those with an entrepreneurial outlook and skills.

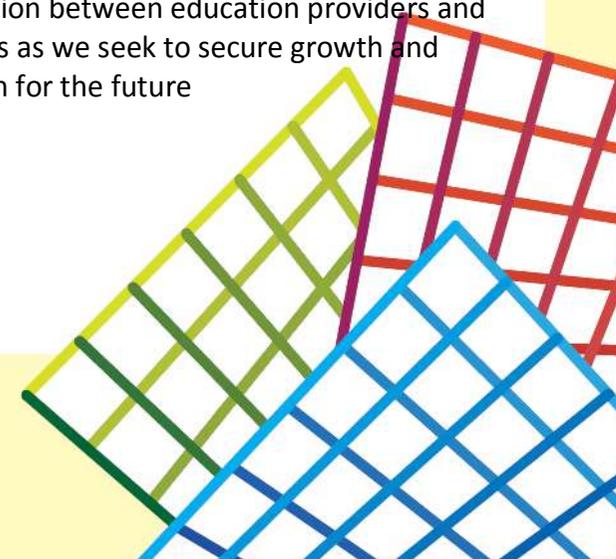


Minister English (pictured above left center) with members of the European consortium who developed the Under My Wing project within the framework of the Lifelong Learning Programme

Damien English TD, the Minister for Research, Skills and Innovation highlighted the importance of the development of creativity and entrepreneurship skills when he gave the opening address to the Under My Wing – Supporting Graduate Entrepreneurs conference hosted by Meath Partnership in the Trim Castle Hotel. Minister English emphasized the importance of collaboration between education providers and businesses as we seek to secure growth and innovation for the future

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www.undermywing.eu



A new innovative media-rich curriculum

Under My Wing is a fresh, new, energetic entrepreneurship training programme with an innovative curriculum format that introduces graduates to the skill sets required to address the complex daily life of an entrepreneur. It contributes positively to the development of essential entrepreneurial attributes and related personal competencies and imparts the fundamentals of sound business management to help graduates as they launch their new business venture.

The Under My Wing curriculum comprises seven modules, as follows:

1. Becoming an entrepreneur – have you got the right ideas.
2. Starting your business – turning your ideas into successful businesses.
3. Access to finance and financial management – securing the necessary capital for you and your business.
4. Sales and marketing – knowing and growing your business base
5. Practical business management – organizational skills and strategic planning.
6. Business communication – essential networking and understanding business cultures.
7. Business immersion – in-company mentoring and support.

The curriculum resources are available as audio files for mobile phone or tablet; as video files for online viewing; and in text format for those who prefer more traditional learning environments. The complete suite of curriculum resources and the e-learning portal can be accessed through the project website www.undermywing.eu

Partnership for Prosperity – Policy Paper

The consortium has produced a policy paper containing key recommendations based on the effectiveness of the Under My Wing model as a robust response to graduate unemployment and/or under-employment. The recommendations of the policy paper are summarised below:

- to ensure the availability and accessibility of funding for entrepreneurs
- to work on a common curricular structure for entrepreneurship education in Europe
- to foster mentoring approaches in Europe
- to decide on an entrepreneurship committee, which is responsible to foster this aspect in a European strategy
- to introduce UMW to all European partner countries as a basis for future work
- to create high quality entrepreneurship learning resources
- to raise awareness of the importance of entrepreneurs for the European economy
- to provide criteria to improve quality assurance in the field of entrepreneurship education
- to ensure the privacy of individual development process

The full text of the policy paper can be found on the project website www.undermywing.eu



Under My Wing – Supporting Graduate Entrepreneurs



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