

Seminar Teaching the Entrepreneurs of the Future

***Organized by Center for
Entrepreneurship and partners of the
Erasmus+ BeyondScale project***

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BeyondScale

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Center for Entrepreneurship



Teaching the Entrepreneurs of the Future

On 18 November 2021, the Center for Entrepreneurship of NHL Stenden University of Applied Sciences, together with the partners of the Erasmus+ BeyondScale project, organised the international symposium 'Teaching the Entrepreneurs of the Future'. After months of preparation, this Thursday morning the time had finally come. The event was organised in a hybrid manner, with speakers and organisers meeting 'live' as much as possible at the University of Applied Sciences' location in Leeuwarden, The Netherlands, and online participants from all over Europe. Over 50 participants from all over Europe attended the symposium, with over 40 people attending online, and over 15 people being present at the location of the event in Leeuwarden.

The organisation of the symposium was, wherever possible, in the hands of the students that are related to the Center for Entrepreneurship, which NHL Stenden started just over a year ago. In this way, the event became a unique learning experience for these future professionals in terms of organising international events. The location of the event was in a refurbished Dutch windmill, called 'De Eendracht' ('unity'). All participants perfectly adhered to the corona measures, which allowed the event to run flawlessly.



Venue: Refurbished Dutch Windmill 'De Eendracht' ('Unity').

The seminar started with a warm welcome from Marc Otto, member of the Executive Board of NHL Stenden. His presence at the symposium emphasised the importance that the university attaches to the BeyondScale project, and to the theme of entrepreneurship. Dr. Peter Joore, Professor of Open Innovation, then took the floor. He emphasised the importance of entrepreneurship skills, particularly for students who are not naturally engaged in the subject. For example, all professionals in the creative sector are now also independent entrepreneurs. Next to speak was Mathias Olthaar, Professor of Green Economics & Process Optimization. He emphasised the importance of looking at economic growth in a new way.

After the plenary session, the visitors then separated into three sub-sessions to work on the first step in the design process of a future international entrepreneurial education network. The first session was led by Steve Stevens, founder of StudentStartups.eu, manager of DO!, and professional Skills & Strategy coach at the University of Ghent, Belgium. The second session was led by Kai Bruns, Entrepreneurship Education Designer & Startup Coach, working at the Hochschule Emden/Leer in Germany. The third session was led by Jaqueline Rietveld, Professor of Futureproof Entrepreneurship at NHL Stenden.

After the visitors had enjoyed a well-deserved break, the second design round started. The first design session was led by Bart Derre, Entrepreneurial Organization Architect and Director of the Center for Entrepreneurship at HOGENT, Ghent, Belgium. The second session was led by Magnus Klostén, Professor of Innovation & Entrepreneurship, founding director of the Center for Innovation and Entrepreneurship, Linköping University, Sweden. The third session was led by Mathias Olthaar, who also presented during the opening session.

After a range of very interesting and inspiring working sessions, all visitors and speakers then came together for the concluding plenary session, where both speakers and visitors could share the insights they had gained, and together visualise the first outlines of the possible design of the future entrepreneurial education network. At the end of the symposium, all attendees were in complete agreement that this symposium had been a unique and valuable experience. They also indicated that they are very positive about working together towards the successful realization of a future European entrepreneurial education network. All in all, the visitors could look back on a very successful event, which could only have come about because of the existence of the BeyondScale project, and the indispensable support of the European Erasmus+ programme.



Figure: Execution of the seminar

About the speakers



Marc Otto Member of Executive Board NHL Stenden University of Applied Sciences. Marc has extensive experience as an educational director and worked as a director for Deltion College in Zwolle and LMC Voortgezet Onderwijs. Marc strives to ensure that all students thoroughly enjoy their years in higher education in an inspiring environment.



Peter Joore Professor Open Innovation at NHL Stenden University of Applied Sciences. Peter is investigating the relationship between new products and services on the one hand and long-term societal change processes on the other. In all of his work, he aims to realize a smart, sustainable and inclusive society through promising innovations.



Mathias Olthaar Professor Green Economics & Process Optimization at NHL Stenden University of Applied Sciences. Matthias has a PhD in global production chains. He is the author of the book "How to trade honestly", which addresses whether standard solutions such as fair trade and circular production are sufficient to really trade honestly.



Magnus Klofsten Professor and founding director of the Centre for Innovation and Entrepreneurship at Linköping University, Sweden. Magnus is a pioneer in teaching and training entrepreneurship. He launched his first entrepreneurship course in 1993; he now manages entrepreneurship courses that attract over 200 technology and civil engineering students annually.



Kai Bruns PhD Startup Coach in the MeerCommunity Startup Center. Kai designs workshop formats and learning experiences for students interested in entrepreneurship. He shares insightful findings from the work of the Startup EDR project, and he organizes the Flash Conference on Trends in Entrepreneurship Education.



Jacqueline Rietveld professor Futureproof Entrepreneurship, NHL Stenden University of Applied Sciences. Jacqueline is an expert in Human Capital education and good employment practices. She has worked as a testing psychologist in career counselling firms. In addition, she studies new HRM interventions such as open hiring, sustainable employability and cooperative income security.



Bart Derre Bart is the director of the Center for Entrepreneurship of the University of Ghent. Bart has been combining higher education and an independent management consulting practice for over 20 years. Bart is involved in the design of entrepreneurial organizations. He is affiliated with the Faculty of Industrial Engineering & Innovation Sciences of the Eindhoven University of Technology, where he researches stimulating entrepreneurial behavior.



Steve Stevens Steve is the founder of Building Between Bridges. He has been coaching student startups at the UGent, where he is Manager of DO! UGent, since 2013. Since 2015, he has been an EC appointed national expert for the HEInnovate Facilitators Group. Steve is also closely involved in local politics in Ghent.

Figure: Speakers of the seminar

Invitation

SEMINAR

Teaching the Entrepreneurs of the Future

**Date: 18 November 2021 | Location: NHL Stenden, Rengerslaan 8-10,
Leeuwarden, The Netherlands**

BeyondScale

Center for Entrepreneurship

**NHL
STENDEN**

university of
applied sciences

Organized by: The Center for
Entrepreneurship NHL Stenden
in cooperation with the partners
of the Erasmus+ project
BeyondScale.

The interest of students to start a business during or after their program is increasing. The question is how this ambition can be integrated into the education of the future. How do students, lecturers and entrepreneurs think the road to self-employment can best be paved? How do education providers and entrepreneurs effectively use the increasing international opportunities? And what can entrepreneurship-focused education programs in other European countries teach us?

These topics can be addressed by an international educational network for entrepreneurship. Within such a network, participants can exchange knowledge about how students can smartly combine education and business. But how does such a network work? You can provide input on

this topic during the international seminar "Teaching the Entrepreneurs of the Future", which takes place in Leeuwarden on 18 November 2021, from 10:00h to 17:00h.

During the seminar, international experts present their insights on the development of entrepreneurship education in higher education. They will then conduct thematic discussions with lecturers, students and entrepreneurs. Together, we will determine the design of the international network for entrepreneurship education!

The event will take place live in Leeuwarden, The Netherlands. However, for those who are not able to travel, we will provide a link to attend the event online. For more information and registration visit www.beyondscale.eu.

Figure: Invitation and content of the seminar



Figure: Programme of the seminar

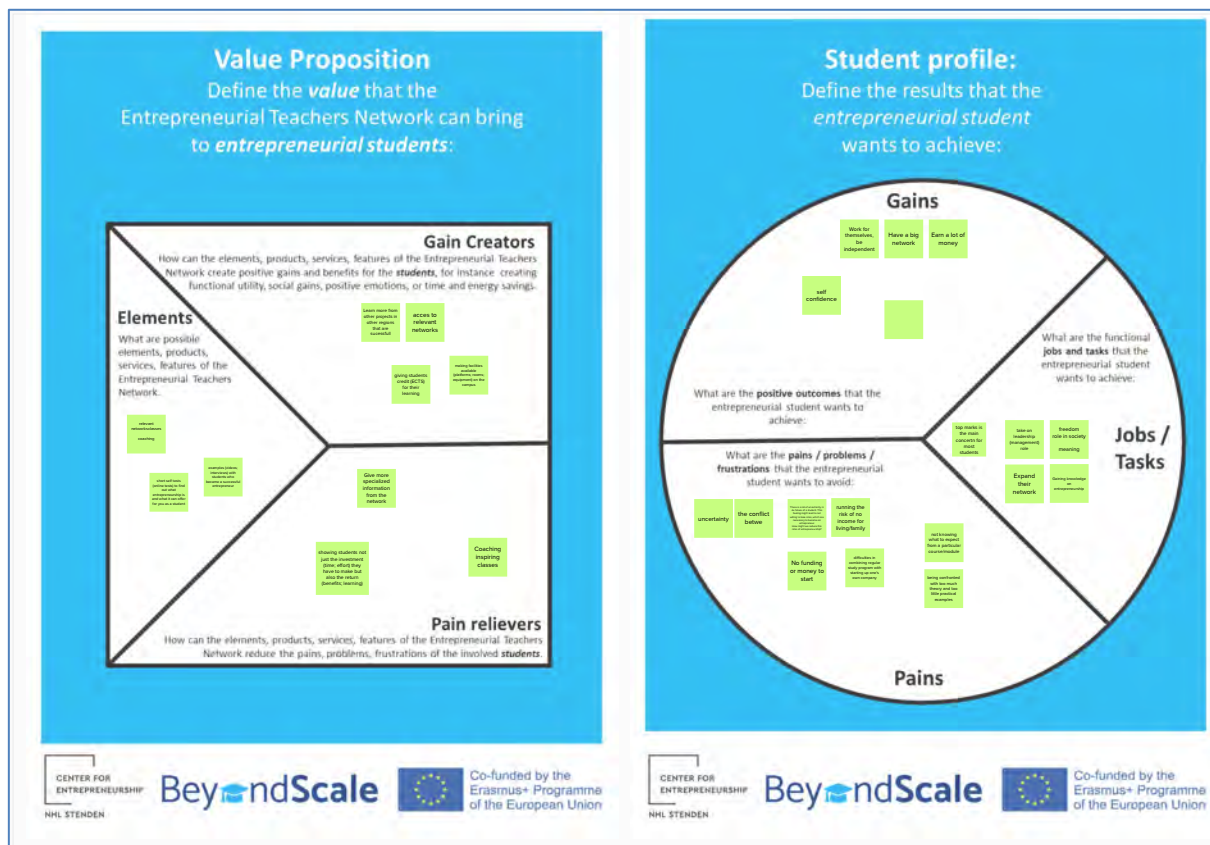


Figure: Value proposition and Client Profile from a Student Perspective.

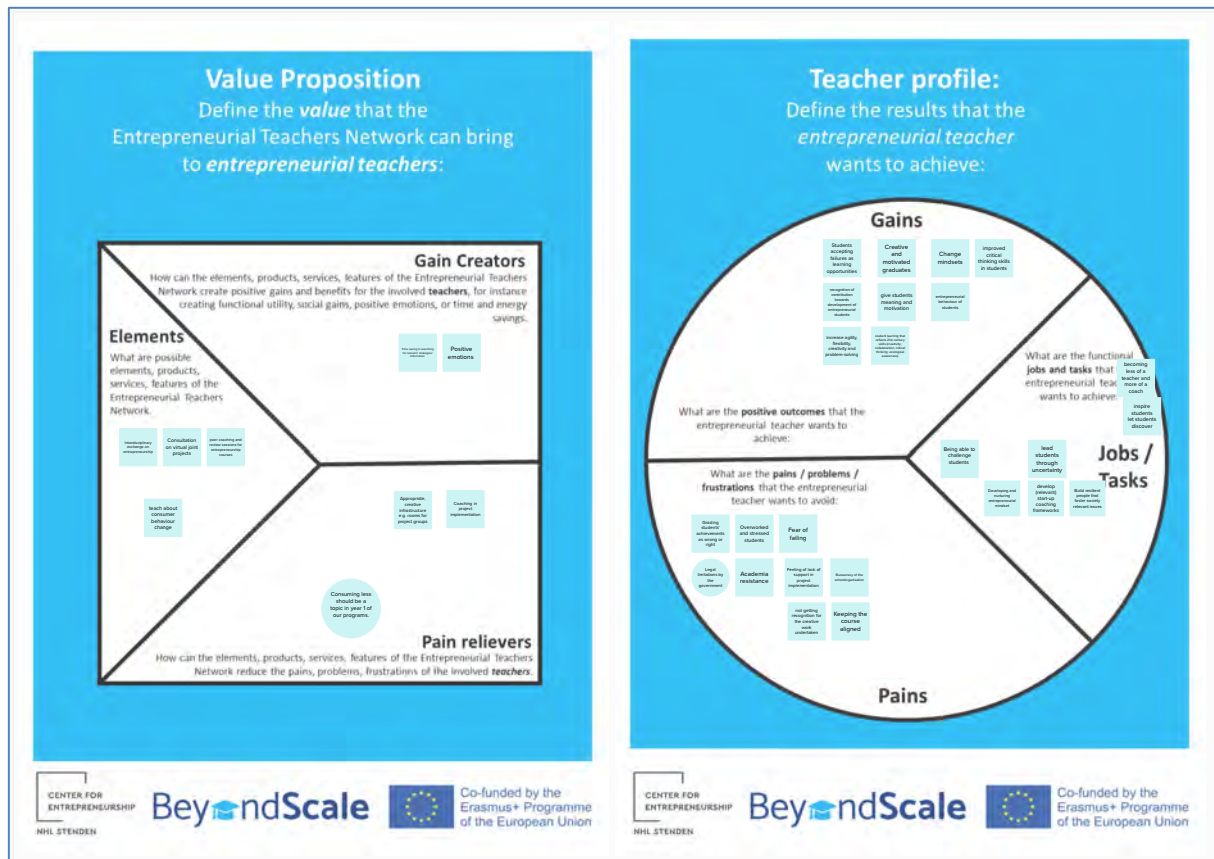


Figure: Value proposition and Client Profile from a Teacher Perspective.

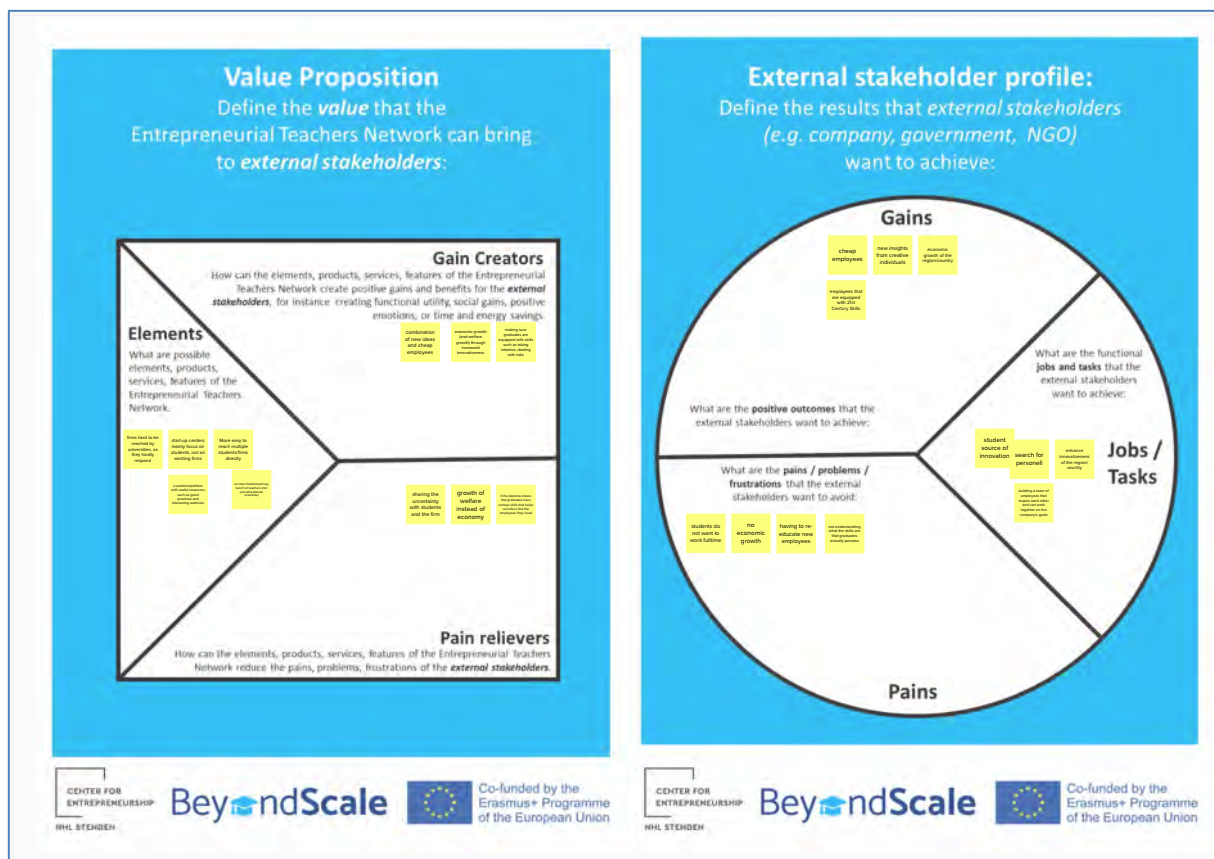


Figure: Value proposition and Client Profile from an External Stakeholder Perspective.



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Figure: Preliminary design of the Entrepreneurial Educational Network

Organizational Team

The moderation of the symposium, including the overall organization, was done by Hans Schölski, Program Manager Entrepreneurship of NHL Stenden University of Applied Sciences. During this process, he was accompanied and supported in an excellent manner by the project manager and students linked to the Center for Entrepreneurship of NHL Stenden University of Applied Sciences:

- Rasheed Sewnandan
- Laura Dijk
- Cheyenne Ververda
- Twan Korststra
- Renate Vlietstra
- Bauke Foppele
- Ellen Trap

With the indispensable support of the lecturers connected to several entrepreneurial activities and education within NHL Stenden University of Applied Sciences:

- Marten Jan Feenstra
- Mark Pomper
- Dirk Dijk
- Ellen de Bruin
- Jaap Iking
- Hidde Bruinsma
- Esther Kroon
- Harro Prins