

Engaging Students as Entrepreneurs in local communities

Student Engagement in Knowledge Exchange for Civic Good
Conference

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8th July 2022



Overview:

- **Cornwall Business School in context**
- **Launchpad**
- **UG student case study**
- **PG student case study**
- **Discussion**

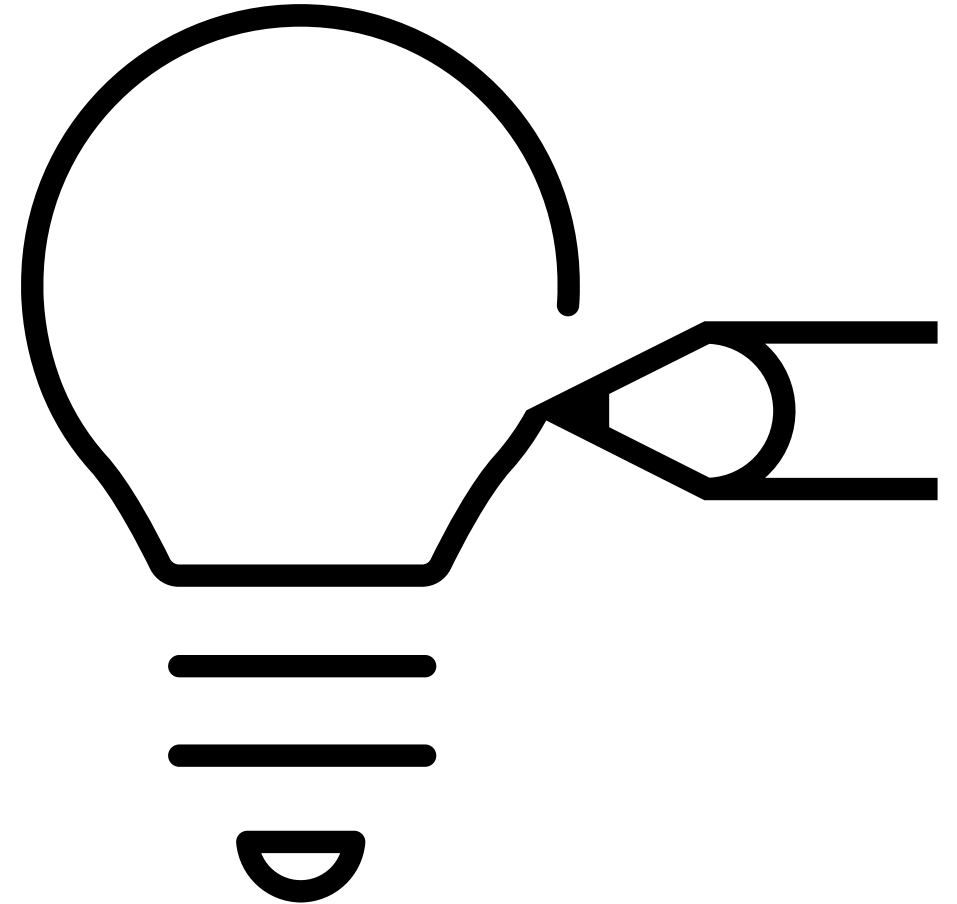
Cornwall Business School – in context

Vision:

To be known as a Civic Business School at the heart of the community – working in partnership with entrepreneurs and SMEs on their road to success

Thematic areas of research focus:

- Entrepreneurship and Small and Medium-Sized Enterprises (SMEs)
- Events & Tourism
- University-Based Incubation



UG Courses



| | |
|--|--|
| BSc(Hons) Business & Entrepreneurship 3 year course | BA(Hons) Creative Events Management 3 year course |
| BSc(Hons) Business & Digital Marketing 3 year course | BA(Hons) Sustainable Festival Management 2 year course |
| BSc(Hons) Business Management 3 year course | BA(Hons) Sustainable Tourism Management 2 year course |
| BSc(Hons) Business & Marketing 2 or 3 year course | KEY Penryn Campus Penryn & Eden Campuses On-Line |

Doing it for Real

All UG students get the chance to:

- Engage with micro placement opportunities
- Set up their own business and/or deliver their own events & campaigns
- Work to live briefs set by industry

“The business challenges we have had were good real-life experiences” – B&E Graduate (NSS Feedback)

Experience Design UG curricular Civic Engagement

- **4 Events and Projects**
- **6 Micro-placements**
- **Wellbeing in Experience Management**
- **Demonstrating Sustainability**
- **Creative & Ethical Leadership**

Business UG curricular Civic Engagement

- **Creative & Ethical Leadership**
- **Collaborative Project: Growth Challenge**
- **Social Action Project**
- **Design Thinking**

PG Courses

**MSc Entrepreneurship
(Launchpad)**

**MA Creative Events
Management (On-line)**

MSc Entrepreneurship

**MSc Sustainable
Business (On-line)**

KEY

Penryn
Campus

On-Line

Launchpad & MSc Entrepreneurship -

Designed to educate the next generation of entrepreneurs

- *“Disciplined”* Entrepreneurship – informed and driven by research
- Human (customer) centred approach to problems, creativity and innovation
- *A global mindset* - understanding of the global nature of business.
- *21st Century Focus* - Broad understanding of global business and tech landscape
- We want to create *“bullet-proof”, resilient* entrepreneurs

Why?

- Entrepreneurship is hard (so is social enterprise)
- Start-up mortality rates are extremely high
- Product failure rates are high
- Entrepreneurship is organised chaos – you're trying to do unprecedented things, to solve problems / pains in the world.

Our Teaching Approach

- All modules and assessments are designed for learners on their entrepreneurial journey e.g. design thinking, opportunity mgt, finance, work based project
- Interactive workshops, tutorials, informal feedback, formal feedback, industry experts, EIRs
- We expect learners to read around the subject and become expert in THEIR domain (~200 hours) – independent learners

Launchpad Venture Studio

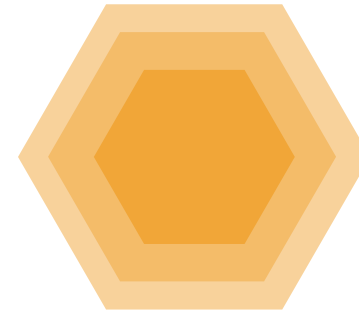
- Monthly stipend following successful stage gate reviews
- Access to market test funds (MTF) for rapid evaluation of ideas
- Bi-weekly business coaching reviews
- Access to Entrepreneurs in Residence (EIRs)
- Access to funding opportunities once incorporated



Fantastic facility to catalyse
the creative process of
business building

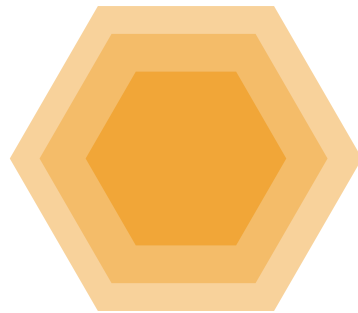
UG Student Case Study

- **Chloe Lingard**
- **BSc(Hons) Business & Management (2Yr)**
- **MSc Entrepreneurship**
- **Founder, The Sustain Ability Project**



Chloe Lingard & TSAP Travel

Cornwall Business School Graduate & MSc Student



TSAP TRAVEL

How it evolved...

2019



Completed assignments researching sustainability

Aligned assignment research with my business idea

2021



Utilised the university library to support and research the market

Utilised knowledge developed when employing staff

2021



Worked with external speakers and guest lecturers to support the company



Achievements...

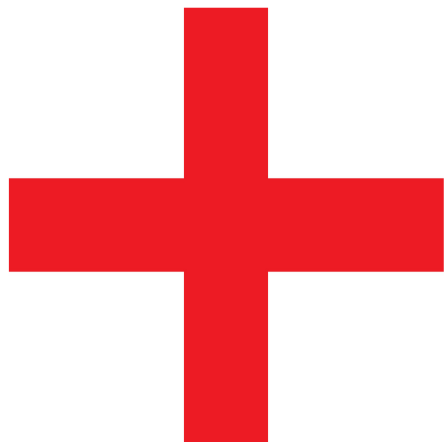
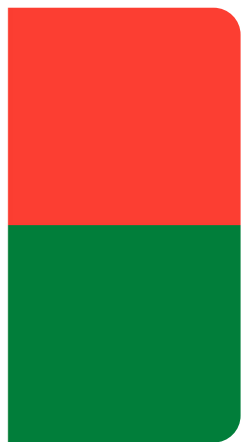


Awarded £2000 in the
Dragons Den Competition

Moving Forward...

We match graduate talents with impoverished community needs.

Madagascar X England + Graduates = Community Supported + Global Change



Q&A



@tsaptravel



@tsaptravel

PG Student Case Study

- **John Lewis**
- **MSc Entrepreneurship & Launchpad**
- **CIC Director and Co-Founder**

Social Impact Management South West

John Lewis

How I came to be at Launchpad?

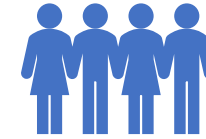
- 17 Years working and volunteering in the Social and Community Sector
- 8 years of support work in Cornwall
- 2017 Business Degree
- Business Development
- CIC Director and Co-Founder



Social Impact



How do we know if a VCSE project has been success?



How can we make decisions about the good that people do?



How can we decide who to support?



What doe we know about VCSE's?

NEWS

Camila Batmanghelidjh To Step Down From Kids Company Amid 'Ugly Games' Scandal

Sara C Nelson and Paul Waugh — Huffington Post UK/ PA

03/07/2015 07:06am BST | Updated July 3, 2015

The high-profile founder of [Kids Company](#) is to step down amid allegations of mismanagement.

But [Camila Batmanghelidjh](#) says complaints against the charity are intended to distract from the failure of the Government to properly care for vulnerable children.

Social Return on Investment

- Social Value UK
- Ratio
- Qualitative vs Quantitative
- What has change?

How can we use
impact information
better?

Thank You

- **It would be great to discuss this further**

