

WTUN: how can the collective deliver impact on Innovation and Entrepreneurship

Chair: Professor Klaus Zeppenfeld,
President, Hamm-Lippstadt
University of Applied Sciences

HSHL Innovation Center

- Innovation Quarter Lippstadt and Science Quarter Hamm
- innovative and thematically unique incubator at the Hamm-Lippstadt University of Applied Sciences
- aim: constant further development of research and development potentials in the region
- predominantly in the field of digitalization
- proactive promotion of business ideas from university-related and international environments
- establishment of sustainable projects and start-ups

Topic cluster and activities

Cluster

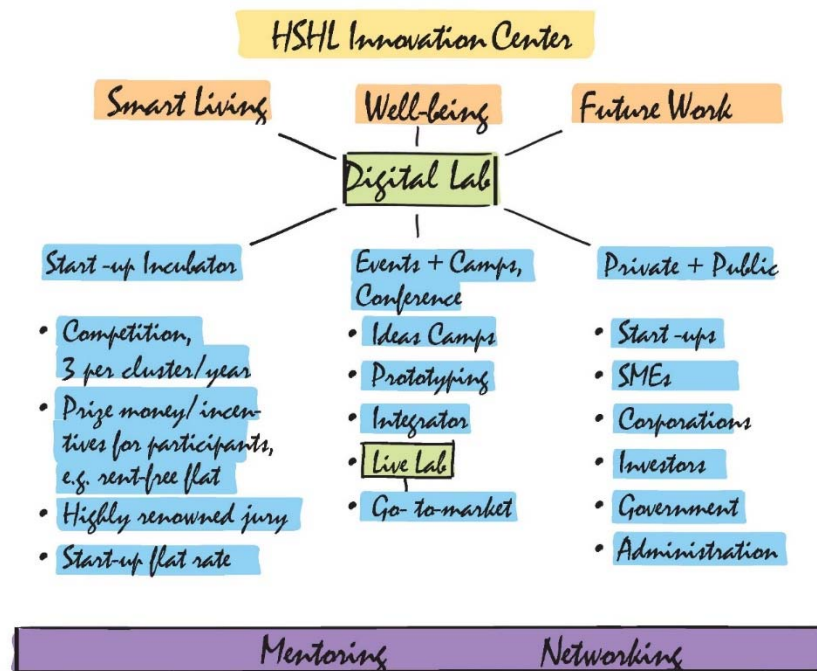
- Smart Living
- Well-being
- Future Work

Activities

- all activities are developed with the underlying idea of practical orientation, competition, networking and mentoring



HSHL Innovation Center



HSHL Innovation Center

A meeting point for partnerships among incubators & start-ups of the WTUN members:

- Events
- Hackathons
- Competitions
- Mentoring
- Networking

Science Quarter Hamm and Innovation Quarter Lippstadt





Thank you for your interest.



Accelerated approaches to international innovation and entrepreneurship

Professor Paul Thorning
Director of Open Innovation
University of Bradford, UK

A core process...

Innovation

Digital health

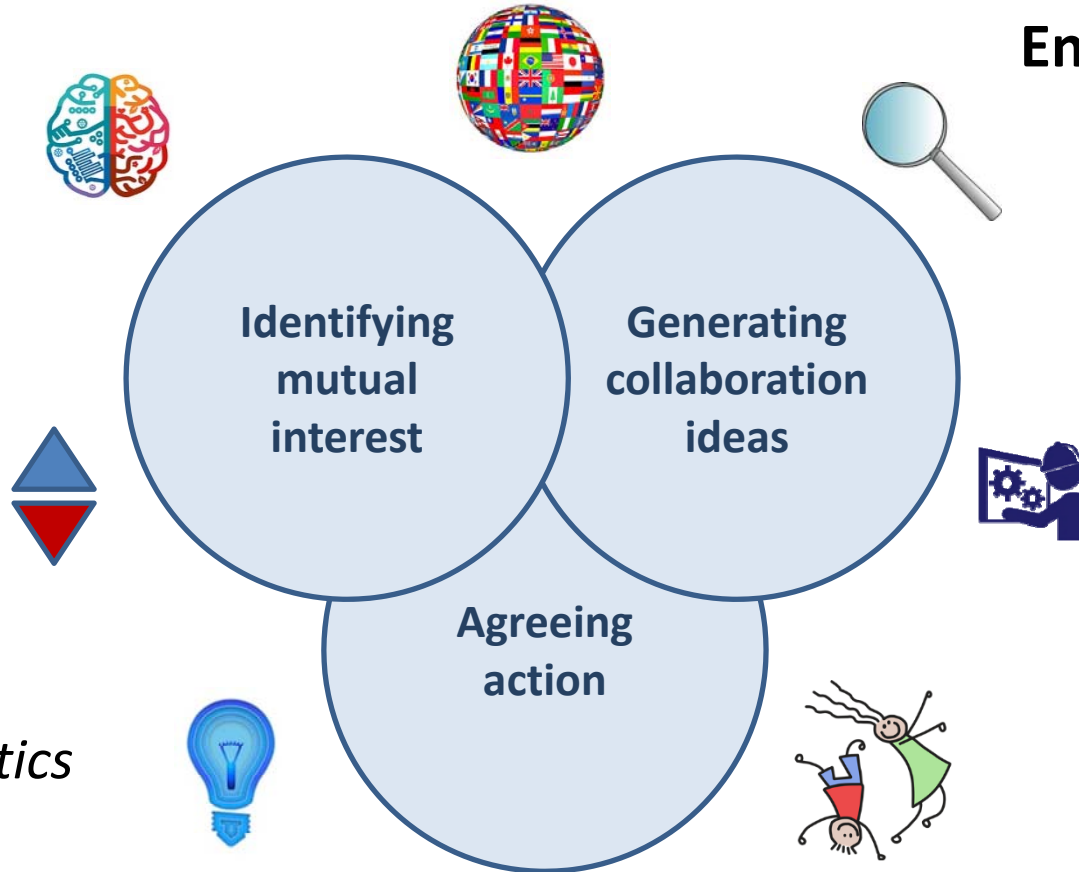
Drug delivery

Biomaterials

Diagnostics

Cancer therapeutics

Neuroprotection



Entrepreneurship

Home and international students

UK- China university partnerships

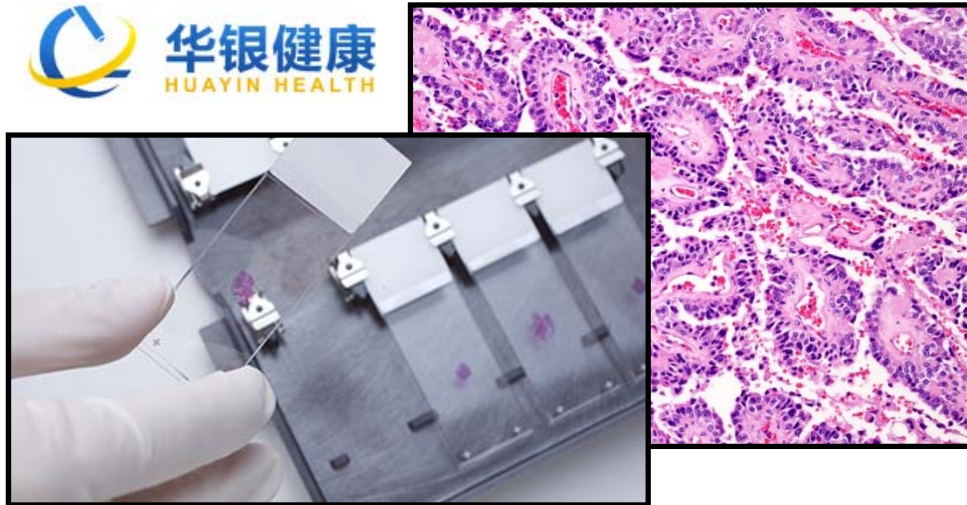
Graduates

Overseas talent



Over £15m of funded programmes with China

A new digital pathology platform (UK-China-US)



The first UK university spin-out in China



Universities funded



UNESCO City of Film



Companies receiving proof of concept funding



Bradford Accelerated Global Entrepreneurship Programme

1. UK-China



WORKSHOP 1
Meet and agree to form enterprise

Enterprise Mentoring

WORKSHOP 2
Enterprise boot camp & dragon's den

12 Bradford (Home and International) and 12 Chinese students

2. Bradford



Any

WORKSHOP 1
Meet and agree to form enterprise

Enterprise Mentoring

WORKSHOP 2
Enterprise boot camp & dragon's den

24 Bradford-based Home and International students

Taster Sessions and BSc to MSc Entrepreneur Programme

3. Graduate Graduate/Tier 1 Entrepreneur Programme (2-5 years)

Training, networking, Crowdfund Campus, virtual incubation, enterprise centre support

Pre-arrival, with partner universities

Pre-graduation

Post-graduation

Entrepreneurship successes

Student Enterprise

From first meeting to a funded enterprise in 4 months

- 86 students in past 2 years
- More than half have been judged as fundable
- 18 enterprises still running...
- ...Including a student start-up now worth £5.9m

Graduate Enterprises

Welcoming top talent to establish enterprises in Bradford

- 18 Tier 1 entrepreneur visas offered in the past 12 months
- 12 new registered social and business enterprises in the city
- Fashion, e-commerce, travel, cuisine, IT, changemaking



Accelerating innovation and entrepreneurship – key learning

- Building a science, innovation and enterprise ecosystem
- Moving beyond collaboration to open innovation
- Relationships are built on trust, not time
- Harnessing resources internationally
- Start-ups that are international at birth
- Entrepreneurs of any discipline, gender, age
- Attracting and connecting talent world-wide
- Investors judge the pitch more than the enterprise history



Engaging with us

- We are happy to share our experience
- Seeking partner universities with whom to
 - expand our accelerated student entrepreneurship programme
 - develop undergraduate to postgraduate enterprise programmes
 - build a themed technology transfer and innovation programme
- Seeking students (UG, PG, PhD, MBA) looking to become international entrepreneurs
- Welcoming and endorsing visas for international talent to establish new enterprises in Bradford
- We are looking forward to working with you!





Impact of Global Entrepreneurship Camp on the Movement of University's Innovation and Entrepreneurship

Dr. Mullika Sungsanit

Head of SUT Entrepreneurship

(CoE for Entrepreneurship)

Global Entrepreneurship Camp



SUT Global Entrepreneurship Camp 2018-2019



SUT GEC 2018

**90 Students, 6 U.,
7 Countries**

- Suranaree University of Technology, TH
- Hunan University of Humanities, Science and Technology, China
- Zhejiang University, China
- University of Mandalay, Myanmar
- Far Eastern University, Philippine
- University of Michigan School of Nursing, USA
- Institute Teknologi Sepuluh Nopember - ITS, Indonesia
- Universitas Negeri Malang (UM), Indonesia

SUT GEC 2019

90 Students, 15 U., 7 Countries

- Suranaree University of Technology, TH
- Coventry University, UK
- Tsinghua University, China
- Hunan University of Humanities, Science and Technology, China
- Zhejiang University, China

Learning about Thailand Startup Ecosystem

Ice Breaking

Learning Tools

Thai Corporate Innovation

Empathize/ Understand Problem

Working in Diverse Team

Coaching

Culture Appreciation

Letter of Thanks for SUT -LIU Wenlong-Tsinghua University

Inbox



刘文龙 16:09

to me, ajario.ti



Thanks to SUT for giving me the opportunity to know so many international friends. I'm Looking forward to our reunion soon. I would like to thank SUT for giving me a deeper understanding of " Entrepreneurship " through the workshop. If I can establish an excellent enterprise, *SUT Global Entrepreneurship Camp* will be an important cornerstone for my success.



Alinda Rahmani อยู่ที่ Study Building 1 @ SUT

2 นาที • เทศบาลนครนครราชสีมา •

I know it's been a while, but still, this event really change the way i think about the whole entrepreneurship concept that I had in mind, it's not just about making money but also empathizing our environment



Thank you SEDA and SUT for giving me this great opportunity, i'm beyond honored



Zue Zue Win Myat ได้เพิ่ม

รูปภาพใหม่ 11 ภาพลงใน
อัลบั้ม: SUT Global
Entrepreneurship Camp

57 นาที •

I got some valuable experiences that I expected. During camp days firstly we had to think about some problems that are happening nowadays and try to solve this problems. And then based on this matters, we had to do our project how we can make our entrepreneurship skills to improve .From all of things we became knowing about "what is entrepreneurship" and about startup too.

So thank you SEDA & thank you all for letting me to improve my entrepreneurial skills and to get valuable communications between each members. This moments may

Learning Entrepreneurship
concept and mindset through
experience

Outcomes on the participants side

**Self Confident
& Teamwork**



It was my first pitching! My part was pretty short "90 seconds" but yes that was so meaningful. I was shuttering because of nervousness but everyone keep telling me I did a good job. Thanks everyone for being so nice!

Special Thanks to the best coaches Art and Bat who give us the best guidances!



**Out of comfort
zone**



May this camp be the first to many more camps to come. It was really a great opportunity and experience learning new skills and knowledge, stepping out from your comfort zone, and meeting new people. Thank you SUT and SEDA! Thank you Thailand 🇹🇭❤️❤️



Skill building



saying love. Thanks for this wonderful opportunity, I personally appreciate the skills deposited now in me, I promise RUTH CONCEPTS INTERIOR DESIGN will be on another stage when we meet again. I can not say it all but what I know is that : I love SUT, SEDA, THAILAND BECAUSE OF YOU

PLZ WRITE THANK YOU IN THAI, I KNOW IT BUT CAN'T WRITE 🥰🤔😄🐘

Outcomes on the participants side

I'm Tobey, my friend and me have arrived home safely yesterday morning. I'm writing to show my sincere appreciation for picking us up at the airport on the morning of 21th, May. Also I want to express my thanks for the kind hospitality and the help SEDA staffs offered during the camp. It was really an amazing activity! The visiting of Depa helped me have a deeper understanding of the innovation ecosystem in Thailand. From which I found that Thai government definitely has no less resolution and efforts than Chinese government in fostering innovation and entrepreneurship . The lectures offered during the camp widened my horizon towards the road to innovation. The most valuable thing during the camp is that there were so many interesting souls with different background, different mind-set and different strength. I really learned so much from them.

Real understanding of the situation, appreciation of diversity

team, collaboration and learning



I value and I was encouraged by teamwork, and that collaborative spirit of we versus I.
7 International women

Outcomes on the participants

Role model and inspiration for others at their respective u.

More collaboration in entrepreneurship development b/w universities (Particularly SUT & Coventry U.)

- Internship
- Research
- Teaching
- Capacity Building



Centre for Social Entrepreneurship
Yesterday at 15:57 · 🌐

Our entrepreneur of the month goes to Mphendulo Makhanya, Pursuit of Perfection founder, for representing us at the Globally Entrepreneurship Bootcamp in Thailand.

Thank you for raising our flag high 🙌🙌🙌
We wish you nothing but growth in your business.

👍❤️ 5 1 Share

Like Comment Share



Ovidiu Valentin – ที่ SUT
Innovation Playground F1
27 พ.ค. เวลา 21:03 · 🌐

And so it came to an end!
What an experience, what people, what places, there is only one word for this, PERFECTION!
Thank you SUT for having us! 🙌
#SUTGEC2019

SEDA SEDA
27 พ.ค. เวลา 08:58 · 🌐



Impact on Innovation & Entrepreneurship Movement

SUT Global Entrepreneurship Camp 2020

July 7-16, 2020



The graphic features logos for SUT Entrepreneurship and SEDA at the top left. The main title 'SUT GLOBAL ENTREPRENEURSHIP CAMP' is in large, bold letters, with '2020' in a red box below it. A red diamond contains the dates '7-16 July 2020'. The background is a collage of photos showing students in various activities: a large group photo, students working at computers, a boat on a lake, and students walking outdoors. The Sustainable Development Goals logo is also present.

**SUT GLOBAL
ENTREPRENEURSHIP CAMP**
@Bangkok-Nakhon Rachasima, Thailand.

2020

**7-16
July
2020**

SUSTAINABLE DEVELOPMENT GOALS

We offer **scholarship*** for joining our **SUT Global Entrepreneurship camp 2020**. Enhancing your entrepreneurial mindsets and skills in empathizing and **designing innovative solution to solve SDGs problems** through our unique designed program that integrates the human centered design process (HCD) with the **3-days entrepreneurship camp (3DEC)**, exploration of the Thailand Startup and Innovation Ecosystem, and cultural immersion trip.

**International flight ticket, visa fee, travel insurance and other expense are excluded.



YouTube: SUT.SEDA



FB: SUT.SEDA

Contact: SUT Entrepreneurship

Email: entrepreneurshp@g.sut.ac.th

Building the Entrepreneurship Spirit and Knowhow into University Students

Prof. Abdulla Al Hawaj
Chairman of Board of Trustees and
Managing Director
Ahlia University

Traditional University Systems

- **Classical teaching, learning and research**
- **Rigid testing**
- **Rigid standards**
- **Rare opportunities for:**
 - **Innovation**
 - **Collaboration**
 - **Proficiency demonstration**

Ahlia University New Campus



New Thinking

Strategic Thinking
of Embedding
Entrepreneurship
in:

- Assessment
- Curriculum
- Learning
- Research
- Resources
- Teaching

Why Teach Entrepreneurship? (1)

- **Create opportunity**
- **Decrease unemployment rates**
- **Stimulate the economy**
- **Contribute to economic growth**
- **Develop global competitiveness**
- **Expand individual prosperous livelihood**
- **Contribute to social justice**

Why Teach Entrepreneurship? (2)

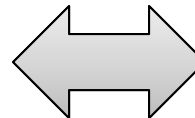
- Provide required knowledge and skills
- Develop ventures and business ideas
- Cultivate unique skills (think outside the box)
- Promote business-relevant skills

Entrepreneurial Skills: What and How to Teach?

(1)

What

- **Adaptability**
- **Analytical thinking**
- **Being Visionary**
- **Capacity to act autonomously**
- **Challenge assumptions**
- **Confidence**
- **Coping with unpredictable external environment**



How

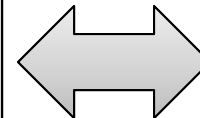
- **Assessment**
- **Curriculum**
- **Learning**
- **Research**
- **Resources**
- **Teaching**

Entrepreneurial Skills: What and How to Teach?

(2)

What

- Creativity and creative problem solving
- Critical thinking
- Drive for achievement
- Effective communication
- Embracing diversity
- Entrepreneurial attitude
- Entrepreneurial capacity and mind-set



How

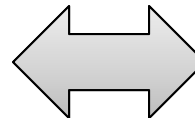
- Assessment
- Curriculum
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- Teaching

Entrepreneurial Skills: What and How to Teach?

(3)

What

- **Experimental approach**
- **Function-oriented attitude and thinking**
- **Future-oriented attitude and thinking**
- **Initiative taking**
- **Innovation**
- **Interdisciplinary competence**
- **Intuitive Decision Making**



How

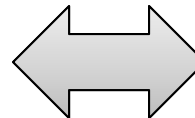
- **Assessment**
- **Curriculum**
- **Learning**
- **Research**
- **Resources**
- **Teaching**

Entrepreneurial Skills: What and How to Teach?

(4)

What

- Learning from failure
- Networking
- Open-mindedness
- Opportunity Identification
- Optimism
- Persistence and tenacity
- Personal and professional attitude



How

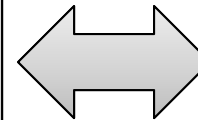
- Assessment
- Curriculum
- Learning
- Research
- Resources
- Teaching

Entrepreneurial Skills: What and How to Teach?

(5)

What

- Resilience
- Risk Identification and Assessment
- Self efficacy
- Self-employment
- Strategic thinking
- Teamwork spirit
- Technical and business skills
(start/run new business)



How

- Assessment
- Curriculum
- Learning
- Research
- Resources
- Teaching

Areas to Emphasise on

**Provide knowledge in core business areas
(regardless of field of study)**

- **Finance**
- **Sales**
- **Marketing**
- **Management**
- **Accounting**
- **Business ethics**
- **Business models and plans**

Entrepreneurial University (1)

- **Thorp and Goldstein (2010):**
 - Thrives on problems and challenges
 - Places culture ahead of structure
 - Values innovation

Entrepreneurial University (2)

- **Organisation for Economic Co-operation and Development - OECD (2012):**
 - **Entrepreneurial Strategy**
 - **Entrepreneurial model** coordinating and integrating activities at all levels
 - **Investment in faculty development**
 - **Teaching and learning methods that support the development of entrepreneurial mind-set**

Entrepreneurial University (3)

- **Organisation for Economic Co-operation and Development - OECD (2012):**
 - **Provision of opportunities** to experience entrepreneurship
 - **Knowledge exchange and relationships**
 - **Support international mobility** and active international networks participation
 - **Continuous evaluation and improvement** of its entrepreneurship system

Entrepreneurial University (4)

- **Guerrero et al. (2015):**
 - **Distinctive governance and management**
 - **Organisational adaptation to environmental changes**
 - **High collaboration with external stakeholders**

Entrepreneurial University (5)

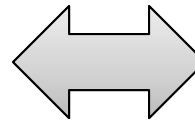
- **Openness to the surrounding society and industrial ecosystem**
- **Getting academic and business leaders to closely interact and support student entrepreneurs**

Building Entrepreneurial Individual Mindset

What

Forbes (2018):

- Revisit your vision on a daily basis
- Put yourself in challenging situations
- Commit to becoming a better version of yourself
- Approach problems from all sides
- Continually seek to provide value
- Become resourceful



How

- Assessment
- Curriculum
- Learning
- Research
- Resources
- Teaching

Conclusion

- **Scarce knowledge and experience** in what to teach and how to teach entrepreneurship
- **4th and 5th Industrial Revolution** will present employment challenges and hence universities must focus on embedding entrepreneurship into their systems

Discussion

