



INTERNATIONAL ENTERPRISE PROMOTION CONVENTION

15-17 November 2009 - Harrogate, North Yorkshire, UK

NEWS RELEASE 5

Rethink urged in the ways entrepreneurship is taught

Some of the UK's leaders in entrepreneurship education will call later this month for a rethink in the way the subject is taught.

They will be speaking in Harrogate at the International Enterprise Promotion Convention, which aims to foster the creation of successful new businesses.

Prof Allan Gibb, Professor Emeritus and former Director of the Small Business Centre at the University of Durham, believes educational establishments do not offer small business owner managers the product they need or want.

He will argue that changes are needed not just in the content and ways of teaching but also in the methods of communicating with small businesses.

He will be supported by Prof David Kirby, the Founding Dean of the Faculty of Business Administration, Economics and Political Science at the British University in Cairo. He will say that, in an era of very rapid change, entrepreneurship education should be about developing individuals' abilities to see opportunities, cope with uncertainty and bring about change through innovation.

"This will require a complete shift in the educational paradigm," he says, arguing that there needs to be a change in the content of courses, the process of learning and, probably, where learning takes place.

Other speakers in the plenary session on entrepreneurship education policy and practice will be Prof Alan Barrell, Entrepreneur in Residence at the University of Cambridge Entrepreneurship Centre, and visiting professor of enterprise at the University of Bedfordshire, and Prof Ken O'Neill, Emeritus professor of Entrepreneurship and Small Business Development at the University of Ulster.

Prof Barrell will explain how the Learning by Developing approach works in Finland and at the Judge Business School in Cambridge.

ENDS

- best practice and innovation in the creation and support of small businesses world-wide

News Release 5 *(continued)*

Notes to Editors

1. The International Enterprise Promotion Convention is open to all small business support services professionals, including: business advisers, coaches, consultants and mentors, entrepreneurship educators and trainers, facilitators and networkers, financiers and venture capitalists, incubation and innovation centres, professional institutes, SME organisations, strategic analysts, support organisations, trade associations, chambers of trade and commerce etc.
2. Attendance fees are £150 (day rate); £295 for all three days and £75 (special half-day rate).
3. The convention is sponsored by UK Trade & investment and supported by Yorkshire Forward, Business Link, NatWest Bank, Leeds Metropolitan University School and Business and Law, The Queens Awards office and Global Entrepreneurship Week UK 2009.
4. Organisations taking part in the convention include: ACT, the network for enterprise support professionals; Asian Business Network; Enterprise Educators UK; Enterprise UK; the Institute for Business Consulting; the National Federation of Enterprise Agencies; e-skills UK; SFEDI, the Small Firms Enterprise Development Initiative; Shell LiveWIRE; the UK Science Park Association; Women in Rural Enterprise (WiRE); and Young Enterprise.

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