

# INTEGRATING ENTREPRENEURSHIP AND INNOVATION INTO YOUR INSTITUTION'S CURRICULA **BOTHO UNIVERSITY MODEL**

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June 15, 2022

*Pre-Convening Session*

# Session Outline

What's on the agenda?

- Pedagogical Approaches
- Measuring success
- Lessons



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# 21<sup>st</sup> Century Skills

Articulation

Collaboration

Critical Thinking

Entrepreneurial and Innovative Mindset

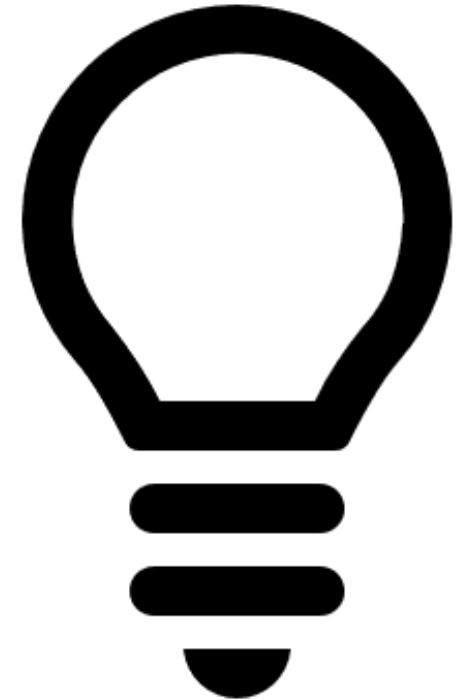
*Entrepreneurship Pedagogy Track*

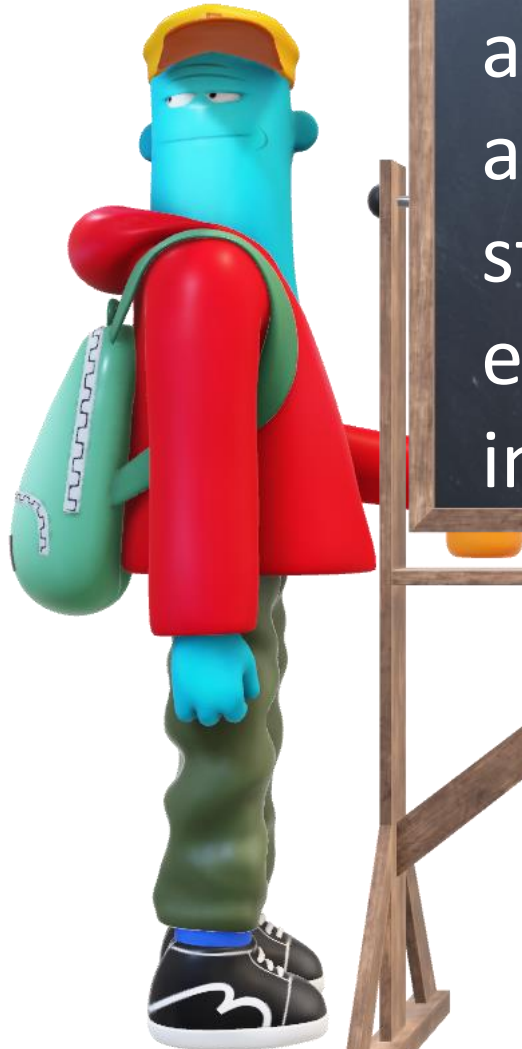
# Pedagogical Approaches

Entrepreneurial and Innovative mindset student centered-learning activities applied across disciplines

# What is it about?

- Developing people to have a mind that solves problems innovatively.
- The idea is not to start a business but to have a mindset that can do so and start many other initiatives.





What instructional tools  
and teaching approaches  
adequately prepare  
students to be  
entrepreneurial and  
innovative?



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# BGP Toolkit Showcase



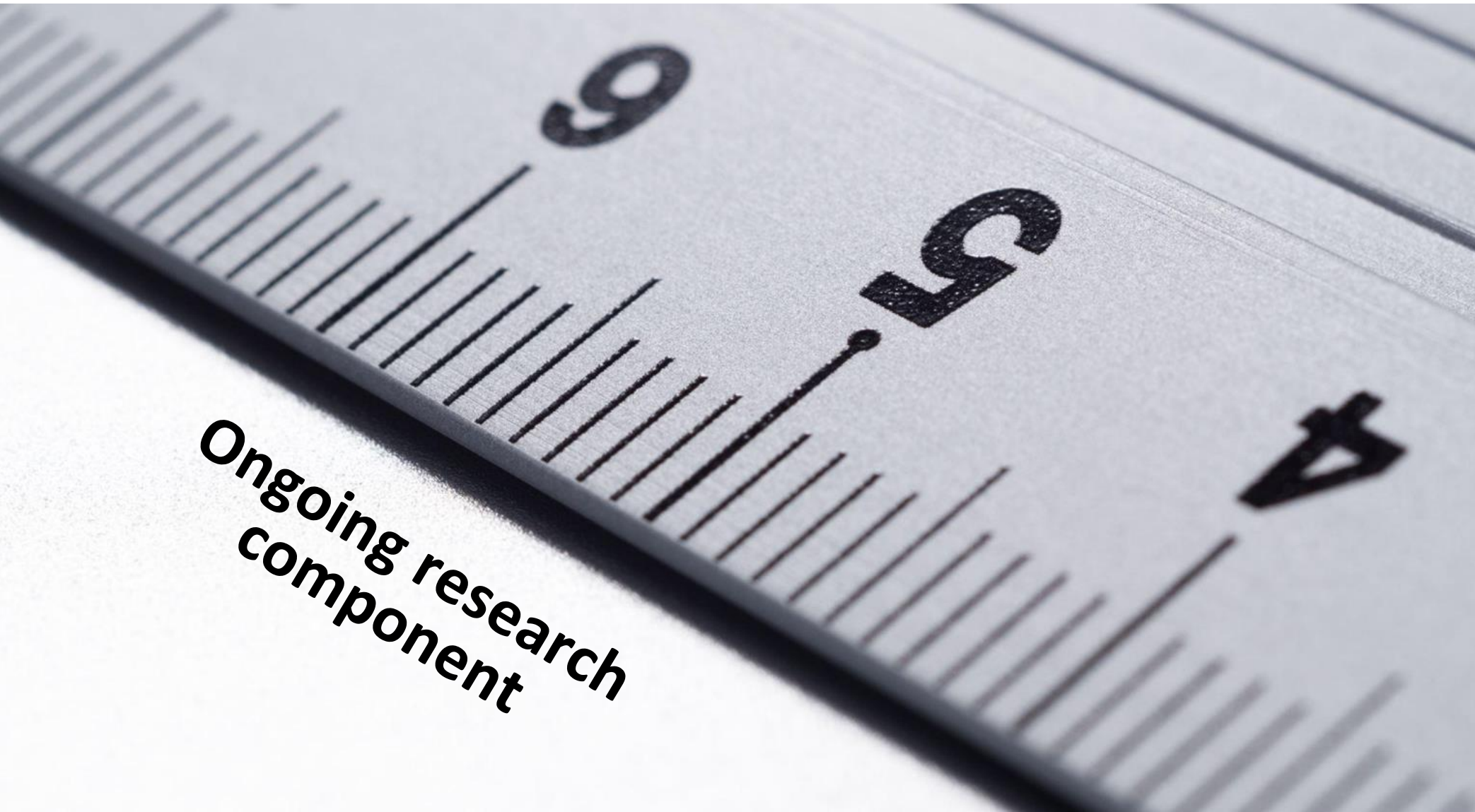


# How do we measure success?





# How do we measure success?



Arash Asli (2018), co-founder and CEO of Yocale.com, says an **Entrepreneurial mindset** is about a particular way of thinking to approach challenges and mistakes.

# Possession of tools



# Effective use of tools

# Self-Efficacy

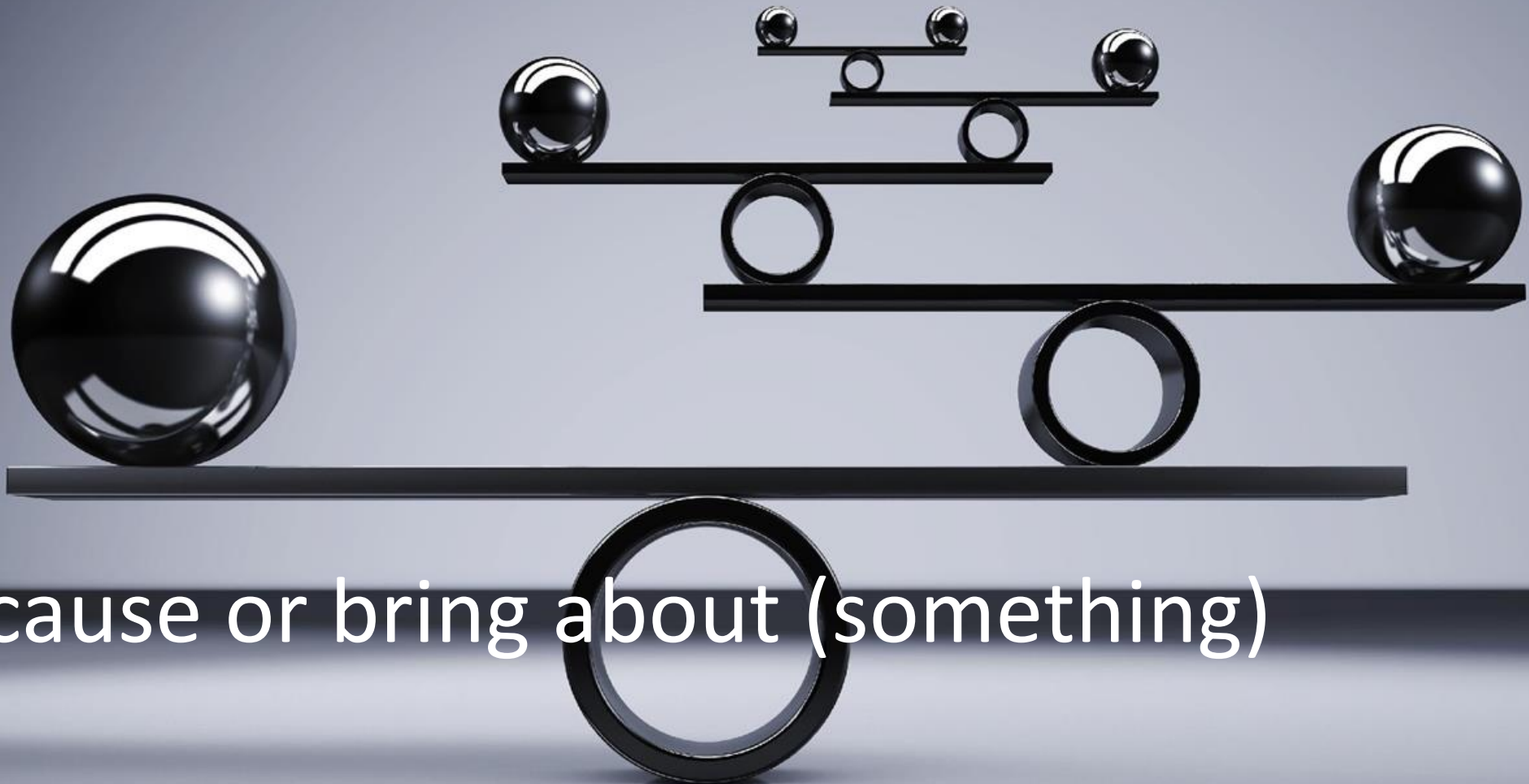
- "The Power of **Not Yet** v/s the **Tyranny of Now**, says Carol Dweck (2014), that power of believing that you can improve."

A black and white photograph of a person climbing a curved, spiral staircase against a cloudy sky. The staircase is a helix, winding upwards and outwards from the bottom left towards the top right. A person is seen as a silhouette, climbing the stairs. The sky is filled with dramatic, textured clouds. The overall mood is one of perseverance and challenge.

Change the meaning of Effort and Difficulty to

**Not Yet**

# Effectuation



To cause or bring about (something)



# Effectuation

- Professor Sara Sarasvarthy, in her book on Effectuation, talks about principles of Entrepreneurial Expertise (2008, pg. 15-16).

# Effectuation

- The principles constitute the needed mindset for successful entrepreneurship: the **bird-in-hand**, **affordable loss**, **crazy quilt**, **lemonade**, and **pilot-in-the-plane**.



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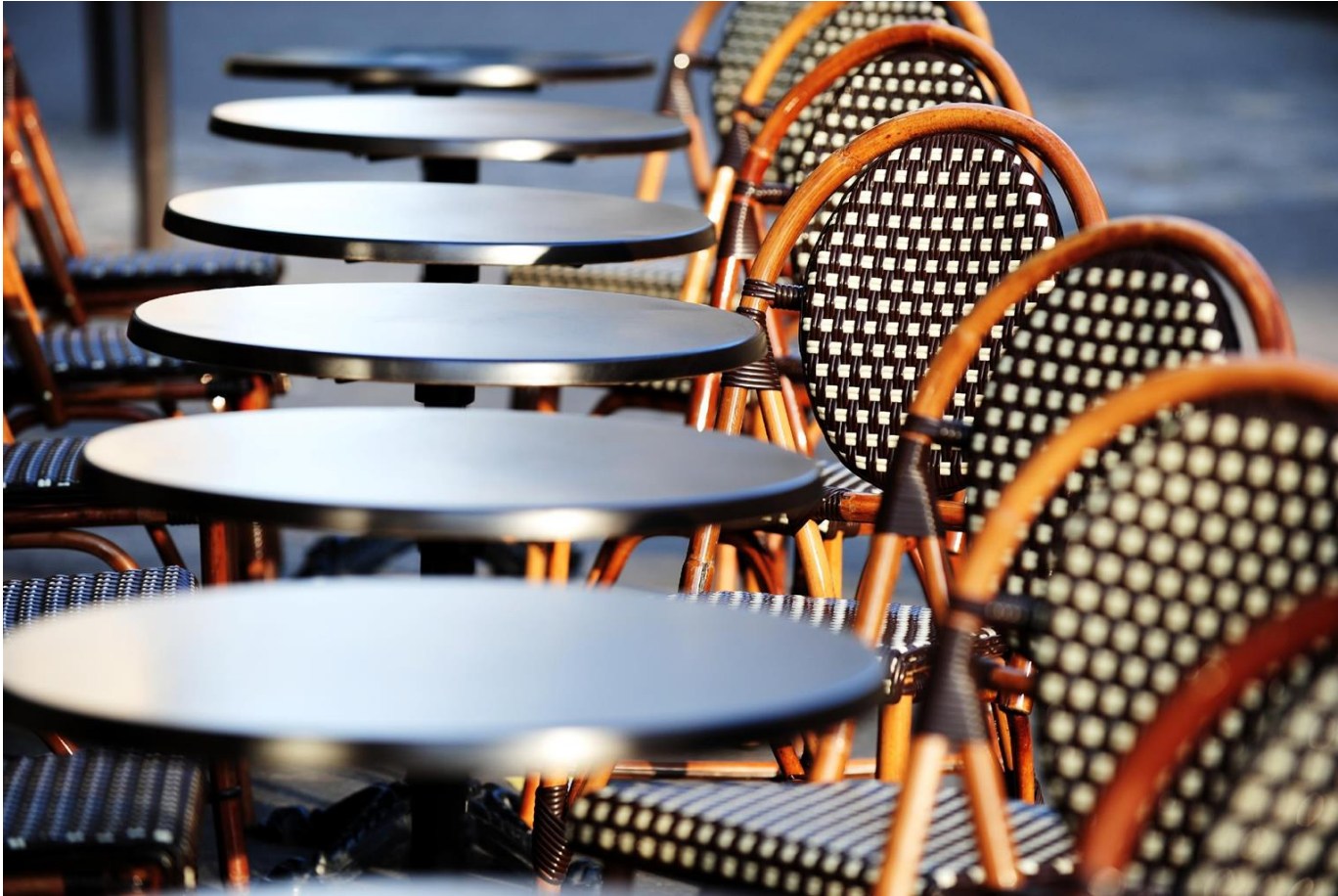
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# Pedagogical Approaches

Approaches to developing the Entrepreneurial and Innovative mindset.

# World Café



- Useful for initiating conversations in a Café format to develop innovative solutions collectively.

# World Café

- Components it can develop.
  - Entrepreneurial Mindset
    - Problem identification and solving
    - Collaboration



# World Café

## Activity:

**Topic: Youth Unemployment in Africa**

**Goal: To solve existing youth unemployment problems**

1. What question, if answered, could make the most difference to the future of youth employment in Africa?
2. What opportunities does the Africa Free Trade Agreement present for youth employment?
3. What are the common themes expressed by opinions on African youth employment?
4. How can technology be exploited for youth employment in Africa?
5. What needs our priority, care, and attention financially towards creating employment for the youth?
6. Where should we create opportunities for youth employment?



# Innovative Mindset

- The word “innovation” comes from the Latin verb innovare. Innovare means to renew and has retained its meaning to date. It means **improving** or **replacing** something, for example, a process, a product, or a service (Stenberg, 2017).



# Look Across Alternative Industries

- ***Alternatives*** include products or services with different functions and forms but the same purpose.

## Cinema v/s Restaurant



# Look Across Alternative Industries

## Hardware Retail + Construction

- Offered expertise of professional home contractors at lower prices than hardware stores.
- Making ordinary homeowners into do-it-yourselfers.





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Looking Across Alternative Industries:

# Solve Your City's Traffic Problem



# Lessons for the educator seeking to do this

- Other 21<sup>st</sup> Century skills are complementary
- Toolkits provide enabling resources
- The mindset must not be confused with the how-to-start-a-business



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# Thank You

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