



Photo by Ali Pazani

Leveraging AI for Entrepreneurship Education



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UWTSD
International Institute of Creative Entrepreneurial
Development (IICED)

Professional Careers Education and Guidance Digital Forum Wales



International Institute for Creative Entrepreneurial Development

Director: Dr Kathryn Penaluna (Assoc Prof)



2022 European
Entrepreneurial
University of the
Year at the ACEEU
Triple E Awards

“UWTSD’s IICED is widely recognised as one of the world’s foremost institutions in creativity-based entrepreneurship education. IICED has not only been active in advising the UK government in the field of entrepreneurship education but its publications have also been leading discussions at an international level.”

Yves Punie EU Joint Research Centre, 2016

Artificial Intelligence Software (AIS)

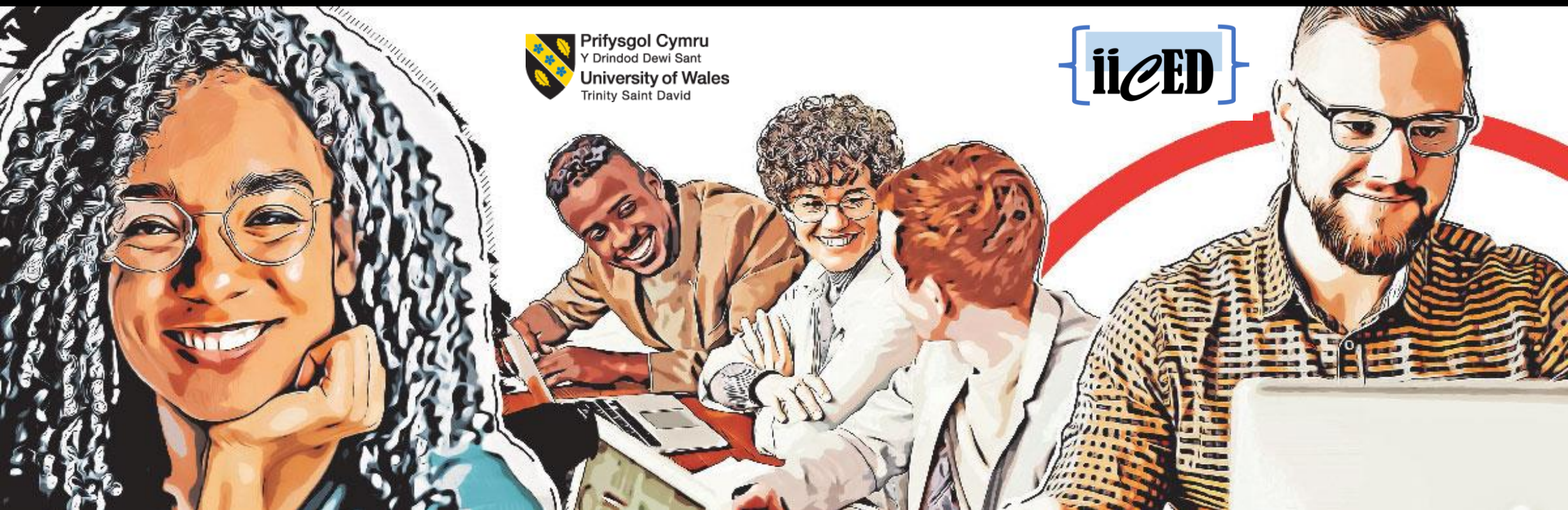
- Huge advancements
- Leverage machine learning
- Better conversationalists than rule-based chatbot counterparts
- Understand language outside of pre-programmed commands



IICED's Entrepreneurship Education Portfolio

- *Vision: To develop an artificial learning environment that allows students to engage bilingually with an intelligent machine that is both knowledgeable about enterprise education and the professional services needed to facilitate knowledge exchange*
- Aim: Develop high-quality learning environments and innovative flexible provision which respond to the future needs of students, of employers and of Wales
 - Collaborative opportunities
 - Digital developments
 - Multi language incl. Welsh medium provision
 - New models of part-time, micro-credential and/or skills-based provision which address employer demand





 Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David



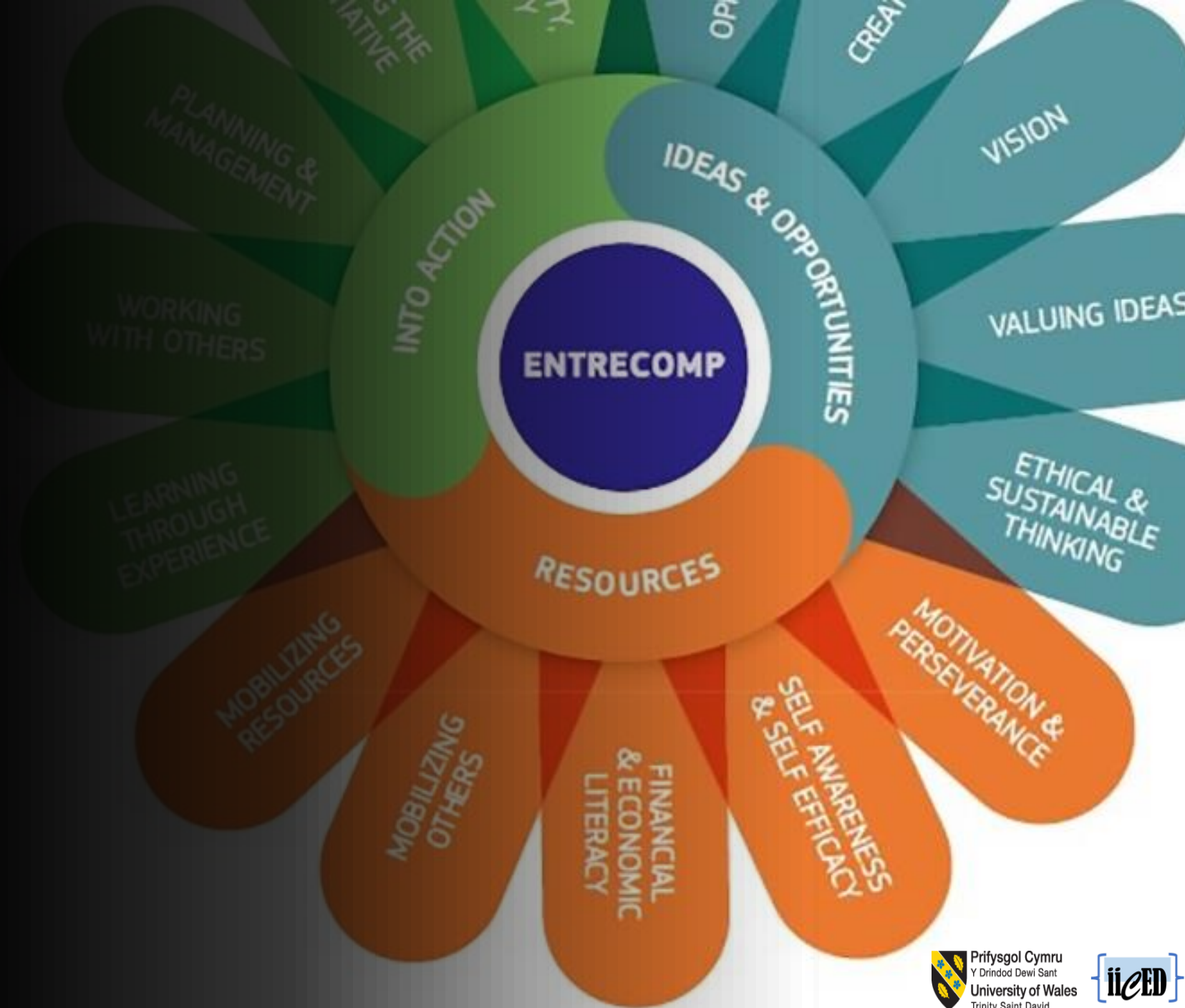
1st stage: Online Pg Cert Enterprise Skills

Developed by IICED Entrepreneurship Team. First cohort underway

UWTSD accredited level 7 certificate to develop intrapreneurial and entrepreneurial skills and expertise so that students can recognise and take new venture or change opportunities into action

Foundations

- EntreComp framework - 15 competences
- Value Creation: create value in forms that are not just economic, but also personal, social and cultural
- 21st century practices: agile, lean, and design thinking
- Techniques: used by social media influencers, games developers, artisan creators, and disruptive activists



Mastering a set of core entrepreneurial skills and competencies, and building the right mindset is critical in determining the success of your personal, community-focused, or organisational venture or project. Let us take your thinking beyond the confines of the traditional classroom and into real world action by learning how to think like an entrepreneur through our rich task-based online learning platform.



EXPLORE

how to spot opportunities for creative ventures and transformational change

DISCOVER

how to plan, organise, and grow your ventures

TRANSFORM

your networking and relationship building skills

ENHANCE

creative thinking, problem-solving and decision-making skills

DELIVER

for success, for yourself and for others

ACCREDIT & PROMOTE

your entrepreneurial mindset to employers, clients, or prospective funders

SPECIFICALLY DESIGNED FOR:

Students & Graduates

who want to start up a new business or social venture

Educators

who want support to develop their student enterprise skills and/or entrepreneurial capability

Entrepreneurs

who want to start up or develop their personal, social, or business venture(s)

Employees

who wish to develop their intrapreneurial skills (e.g. engaged in project development or public-service-led or organisational transformational projects like NHS System and Service Transformation and A Healthier Wales, etc.)

Near retirement or redeployment candidates

who wish to pivot career experience (e.g., caring, technology, creative industries, sports and education, technology) into a new personal, social, or business venture

Investors

working with entrepreneurial business ventures



Course Features

- No waiting for lessons - an asynchronous learning experience with bite sized sessions
- Access to regular tutor support
- Not just reading, built on action pedagogy
- Engage with the latest AI enabled technology
- 200+ sessions through Microsoft Advanced Technologies: Teams, Streams, Sway and Class notes
- 200+ unique worksheets, to help process thinking in own time frame
- Gamified learning
- Materials accessed via mobile or laptop
- Plus free business mentoring and advice on establishing a start-up
- Plus access to grants and competitions



Authentic assessment

Formative Assessment

- Digital portfolio that comprises reflective exercises to develop the student's appreciation of enterprise and help students to recognise and evidence to others their competence and potential
- Designed to promote higher order thinking
- Form documentation that can be used by the future enterprise to induct stakeholders, employees, and funders into the enterprise's journey
- Work encapsulated within a Microsoft OneNote binder that has elements that can be viewed by class colleagues, or on a personal one-to-one basis with the delivery team.

Summative Assessment

- Authentic documentation to set up, finance and operate a project or enterprise (investment acquisition)



AIS project progression

- Developing EntEd AIS
- Micro-credentials



WANT TO KNOW MORE?



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Assessment
Case Studies
Entry Criteria
Fees & Bursaries
How to Apply

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Visit:

www.uwtsd.ac.uk/pgcert-enterprise-skills/



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