

Enterprising ways to teach
ENTREPRENEURSHIP
and Business

A STRATEGY PLANNER
309 examples



PAUL KEARNEY

People regularly say that we must adopt better practices when it comes to teaching entrepreneurship, business and enterprise. When asked 'how', we hear **vagaries** about facilitation, authenticity...

This resource is all about 'how'!

With this practical yet sophisticated planner educators can methodically devise teaching strategies that engage students in a more active, purposeful and interesting manner. Outcomes should not only be broader and deeper, but also richer.

Two outcomes

People learn in an engaging manner when they use greater degrees of initiative, resourcefulness, problem solving, stratagem, collaboration and purpose. Learning strategies, which involve first-hand experience, learner-responsibility, collaboration and reflection, tend to offer more opportunities to learn using these high quality-skills.

It is proposed that learning in an engaging manner has two benefits.

- **High quality generic skills**, such as enterprising/entrepreneurial skills and are nurtured, because they are used *regularly* and in a *variety* of situations.
- **Curriculum outcomes** are better achieved, because learners are constantly engaged in authentic, rich and useful activities.

Two purposes

The planner helps educators to

- Increase their repertoire of concrete techniques. Many of the techniques educators already know but in their busy lives, they have forgotten or passed over for the more familiar. Some techniques will be new, yet they will immediately appeal to the progressive educator.
- Methodically combine these techniques into strategies that sharply target specified learning outcomes.

Specifically the planner consists of

- Description of each strategy
- Matching examples
- Variations with examples
- Considerations when selecting the strategy

Two uses

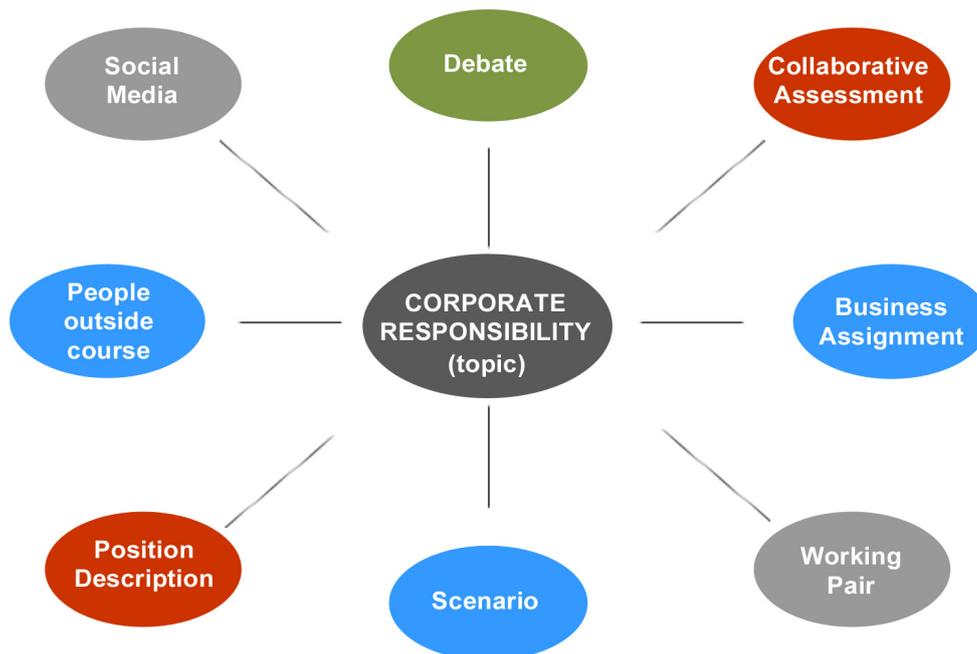
- An educator can use the planner as a **personal resource** for developing a teaching strategy simply by referring to the material presented.

Alternatively...

- A number of educators can use the 'cards' to practise devising teaching strategies as part of a **Staff Development Activity**. This card activity is slightly 'gamified' to stimulate critical discourse and engagement.

Two examples

Example One



Select strategies to teach corporate responsibility

Example Two



Select strategies to teach marketing

Reviews

Paul Kearney's strategic planning tools have long been a favourite professional learning resource of the Scottish Entrepreneurship and Enterprise Educators' Programme. The planning exercises not only require our educators to strategically select learning activities from an expanded repertoire, but also to defend their decisions through professional dialogue with their colleagues. It is this critical awareness that makes this immensely creative and practical resource so valuable.

Carol Langston, Head of CREATE and Programme Director, Scottish Entrepreneurship and Enterprise Educators' Programme, Inverness College UHI

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I would rarely commend a resource as highly I do this Strategy Planner. Those wishing to use an enterprising pedagogy when teaching enterprise, business and other areas requiring authentic contexts, such as technology and vocational subjects – will be thrilled to have it because it is so comprehensive, practical and versatile. It can be used to plan collaboratively or on one's own. I certainly recommend that libraries include it among their priority acquisitions.

Dr. Kerry Lee, Director Postgraduate, Faculty of Education and Social Work, University of Auckland, New Zealand

I have provided feedback during the development of this planner. Having a keen interest in how we can nurture enterprising and other generic skills, I am excited that for once we have a mature and systematic approach. There is much advice out there in this area, but largely it is too generalised. Kearney's does not involve the adoption of a new pedagogy but simply expanding existing strategies and making them more engaging. This allows generic skills to be developed whilst teaching any subject whether it be business or technology. The exceptional value lies in clever simplicity and great detail.

Stephen Conway, Secretary of the Department of Education, Tasmania, Australia

Globally and historically few educators have been as dedicated and influential in the area of developing enterprise and entrepreneurial skills in the educational setting as Paul Kearney. The breadth and depth of his resources are very impressive. This strategy planner is an essential tool for modern educators, particularly those wishing to foster the next generation of entrepreneurial students and social leaders as they face a future masked in uncertainty and opportunity.

Dr. Colin Jones Senior Lecturer of Entrepreneurship Queensland University of Technology Australia

For information regarding availability please www.enterprisingeducation.com

