

# Entrepreneurship Education Scope for Coop Entrepreneurship

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**Chair, CEDAR- Centre for Entrepreneurship**



# Aims and Structure

- **What is Entrepreneurship Education**
- **The UCLan Cyprus model**
- **Our Entrepreneurial Strategy**
- **The CEDAR model**
- **Entrepreneurship Edu in Cyprus**
- **Scope for Coop Entrepreneurship**
- **Quo Vadis ?**

# What is Entrepreneurship

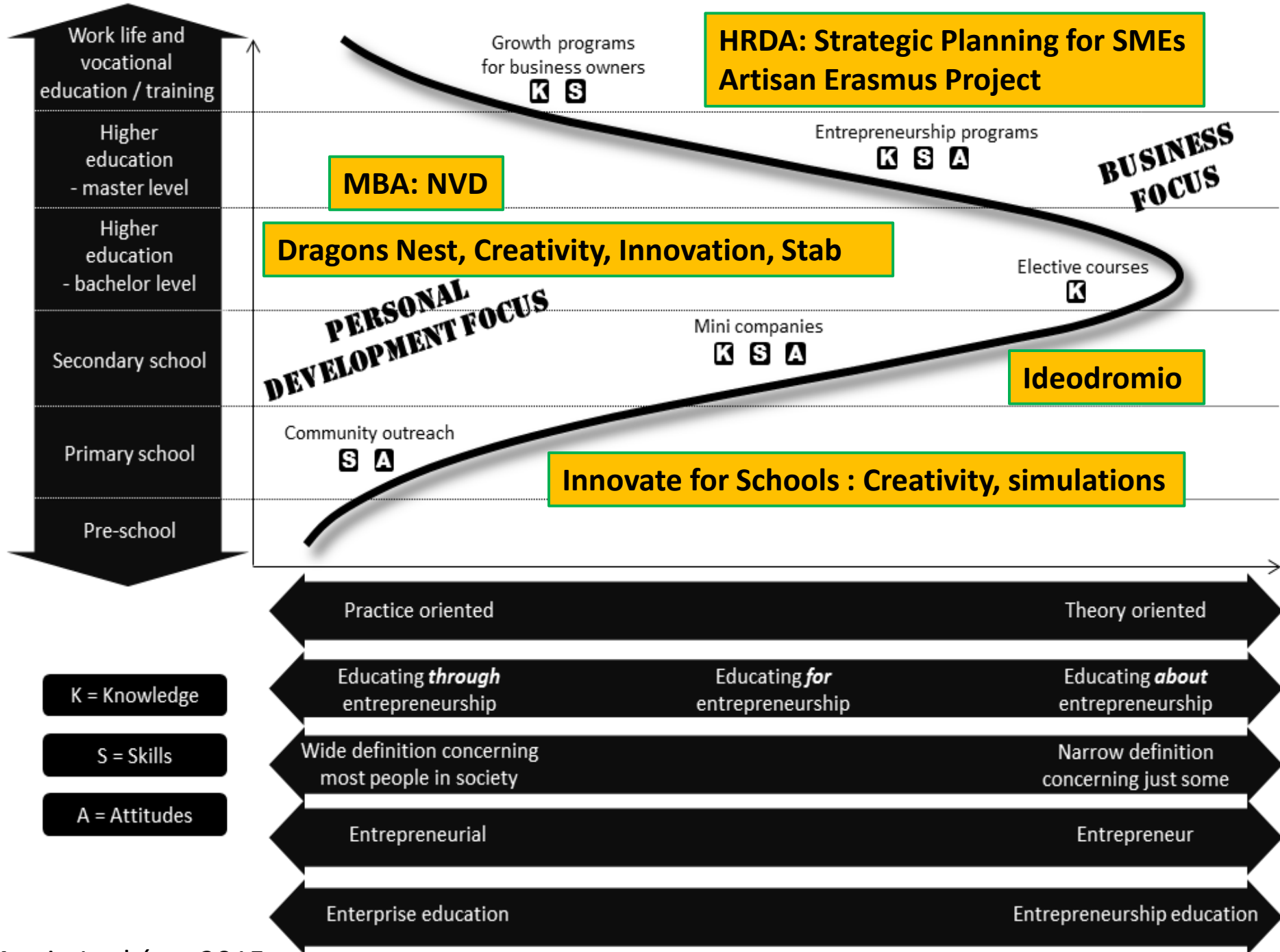


What every  
office needs

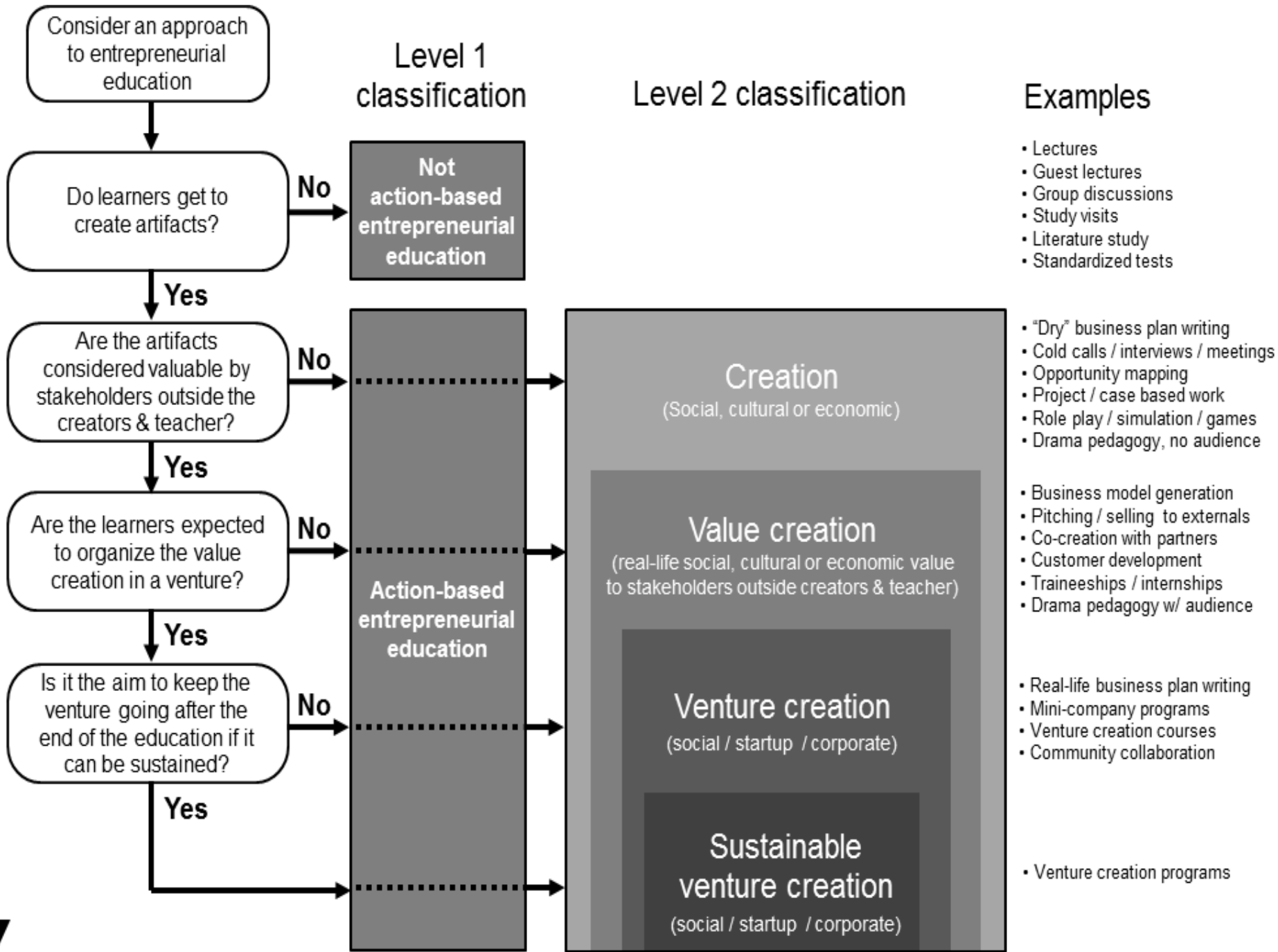


# What is entrepreneurship education

- Enterprise education focuses more broadly on **personal development, mindset, skills and abilities**
- Entrepreneurship education focuses on the specific context of **setting up a venture** and self-employment route
- But Entrepreneurship is polymorphous
  - Entrepreneurship (stab, tech, green, social etc)
  - Intrapreneurship
  - Interpreneurship



Increasing learner engagement and motivation, increasing teaching complexity.



# Entrepreneurship in education

## Education in Entrepreneurship

- Basic stage 1-2, 5-11 years (activities)

- Basic stage 3 , 11-14                      YE

- Basic stage 4, 14-16                      YE

- Basic stage 5, 16-19                      YE



- Tertiary Education Initiatives

- Basic stage 6 ,                      19-21 (Undergraduate)

- Masters Edu ,                      22-25 (Postgraduate)

- Knowledge Transfer (CPD, Professional Training) Post Experience

# UCLan Cyprus

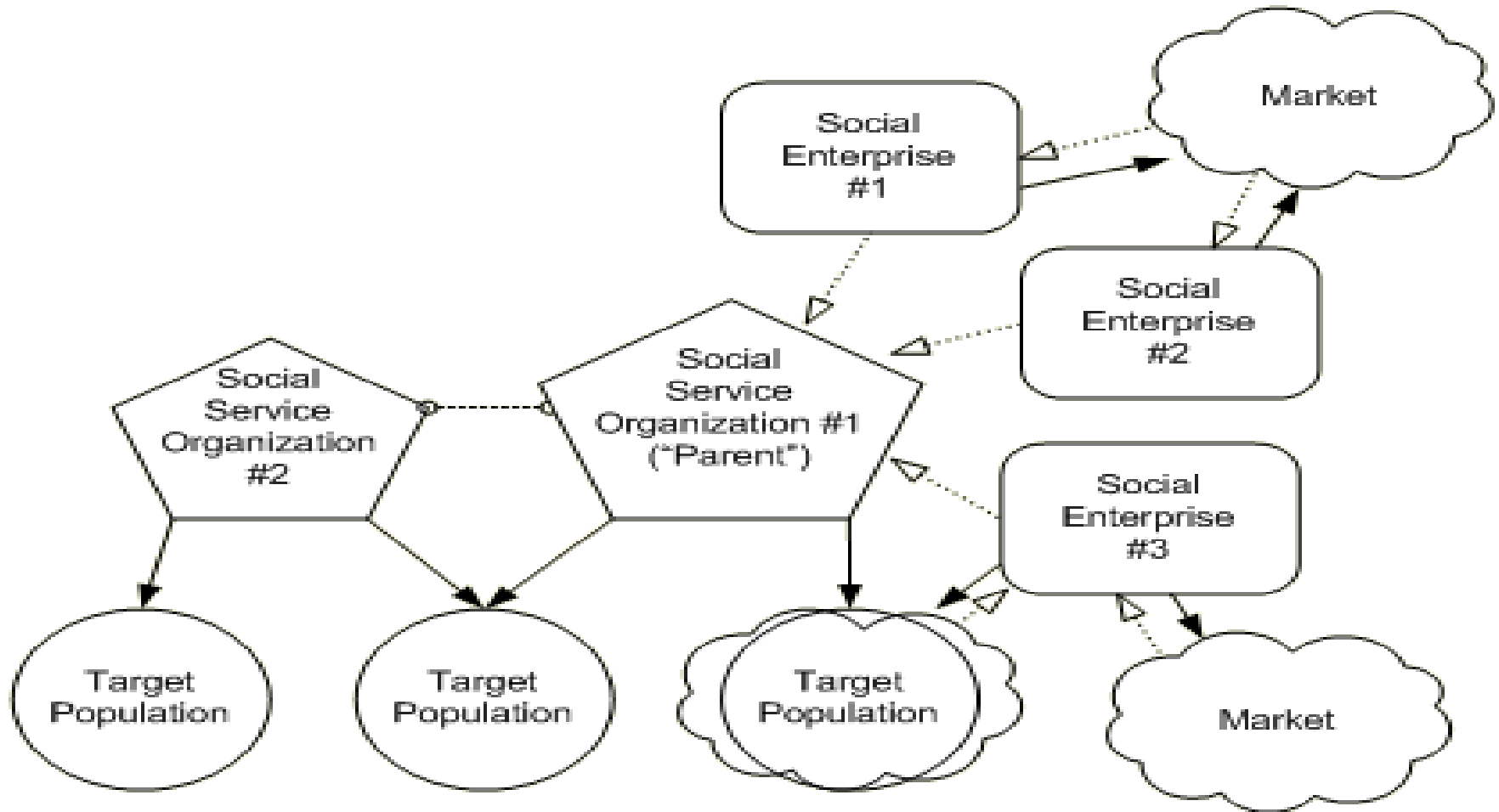
## Smart, flexible, enterprising , agile

- Established in 2012, youngest university in Cyprus
- The overseas partner campus of UCLan UK, established and sizeable University of Central Lancashire since 1828
- Offering double degrees, accredited by UCLan UK & Cy Q.A. Authority
- Strong culture of Quality Assurance in line with UK practices
- Research-led university (faculty participating in REF)
- Offering superior Student Experiential Learning
- Emphasis on Employability (multiple accreditations) , 5A
- International outlook
- Erasmus Partnership & International collaborations
- **Entrepreneurial strategy (courses, faculty, students, alumni)**
- **Integrated growth strategy (campus coop partnership model)**
- **Cross-selling , alternative financial capital base and streams**



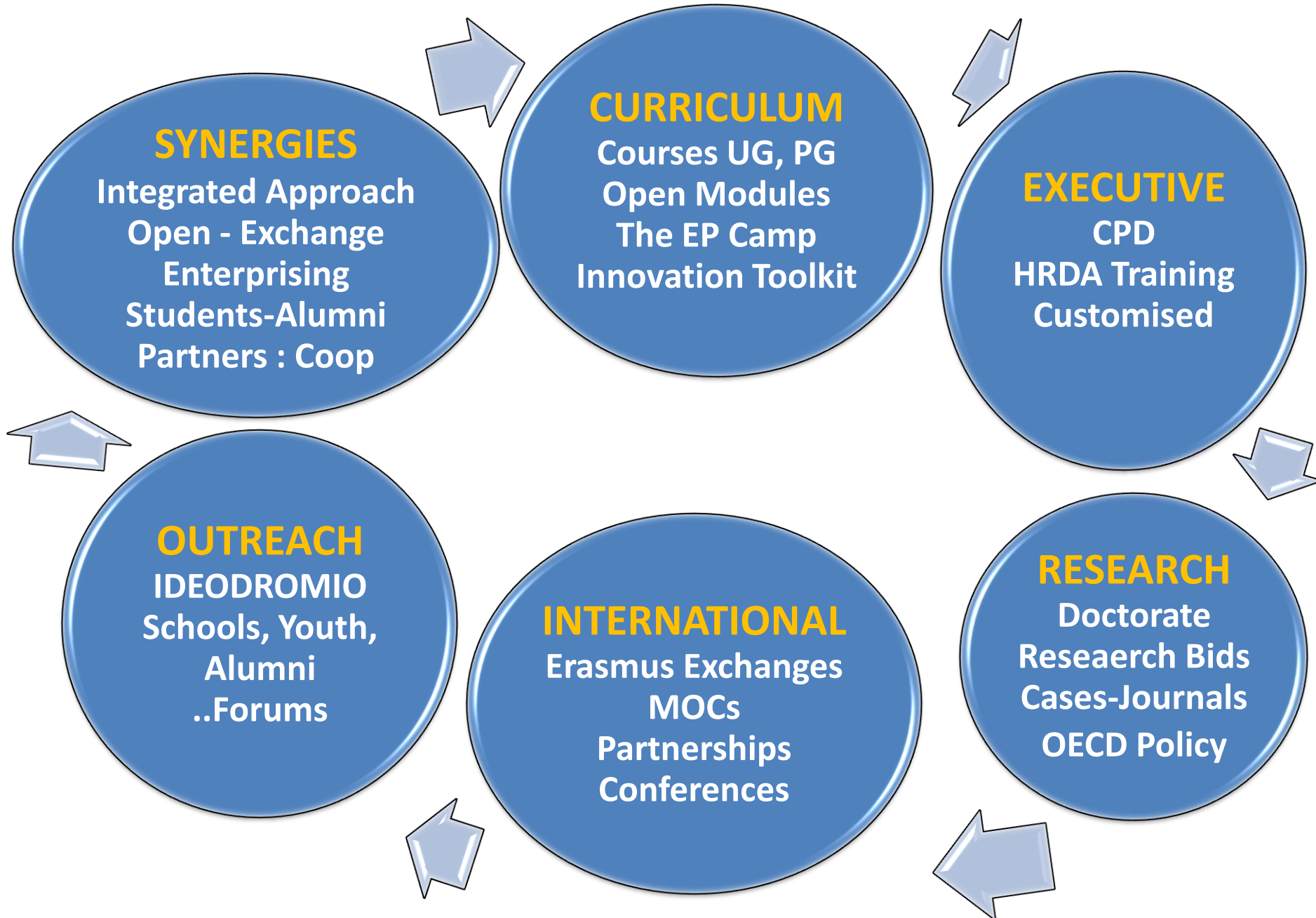
# Our target as University and Centre

[http://www.4lenses.org/setypology/combining\\_models](http://www.4lenses.org/setypology/combining_models)

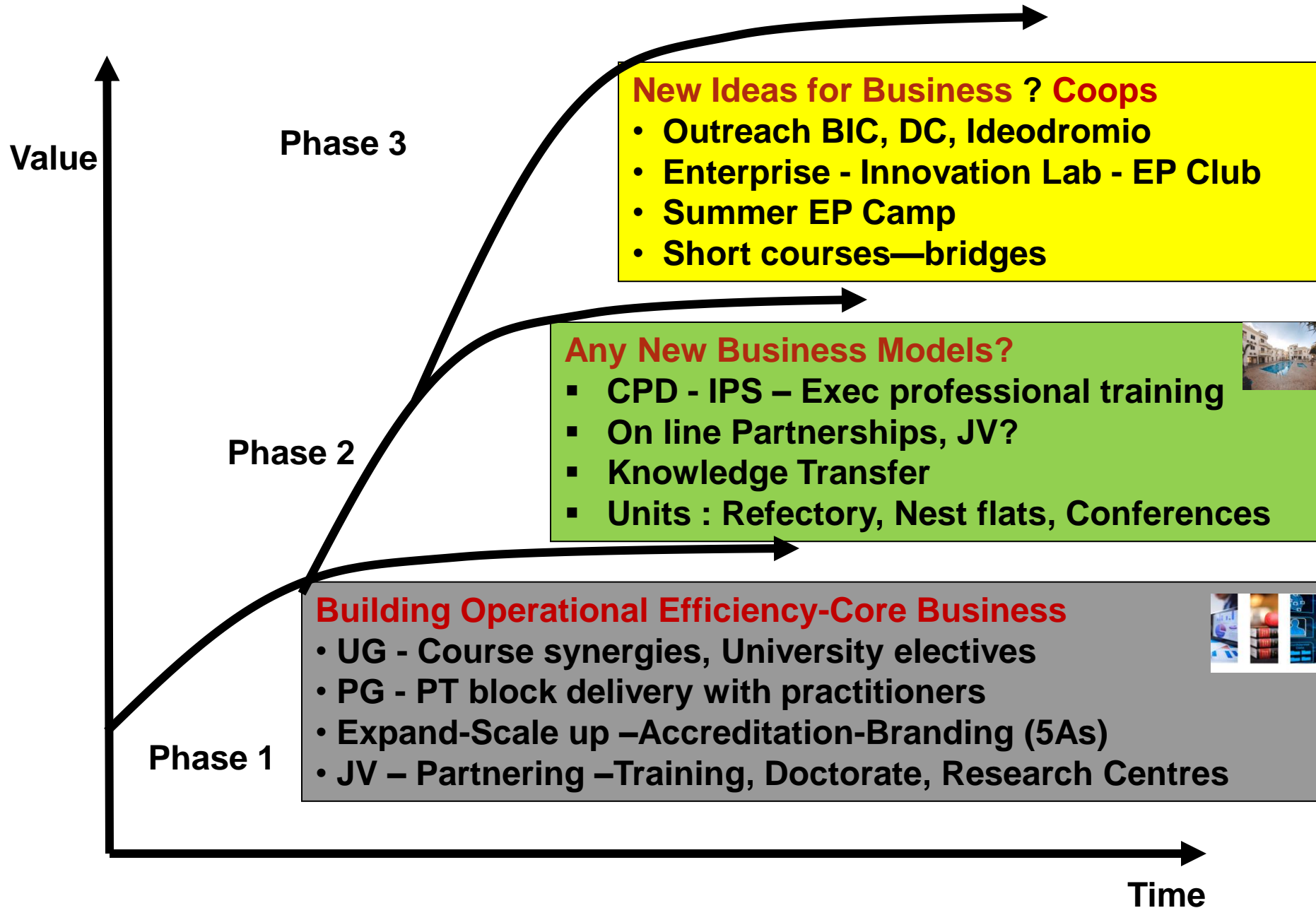


**Students-scholars, professionals, institutions, entrepreneurs, youth enterprisers, policy makers**

# The C.E.R.I.O.S. Model



# Growth Horizons : Selling The Un1versity



# The Financial Model



**EXCELLENT STUDENT EXPERIENCE**



**WORLD-CLASS RESEARCH**



**DRIVING LOCAL GROWTH, SUPPORTING COMMUNITIES**



## **OPERATING EXPENDITURE**

- *Academic and support staff*
- *Running and maintenance of premises*
- *Residences and catering*



## **CAPITAL EXPENDITURE**

- *New teaching spaces, laboratories, research facilities*



**FUNDED FROM INCOME FROM TEACHING, RESEARCH, KNOWLEDGE EXCHANGE AND OTHER SOURCES**

**FINANCED BY BORROWING, CAPITAL GRANTS**



**Future model dimensions**



**Strategic questions**

Is our current model future proof?

Can our organisation survive and thrive in its current business model and mode of operation?

**Where to play?**

What student, industry or other customer segments should we focus on?

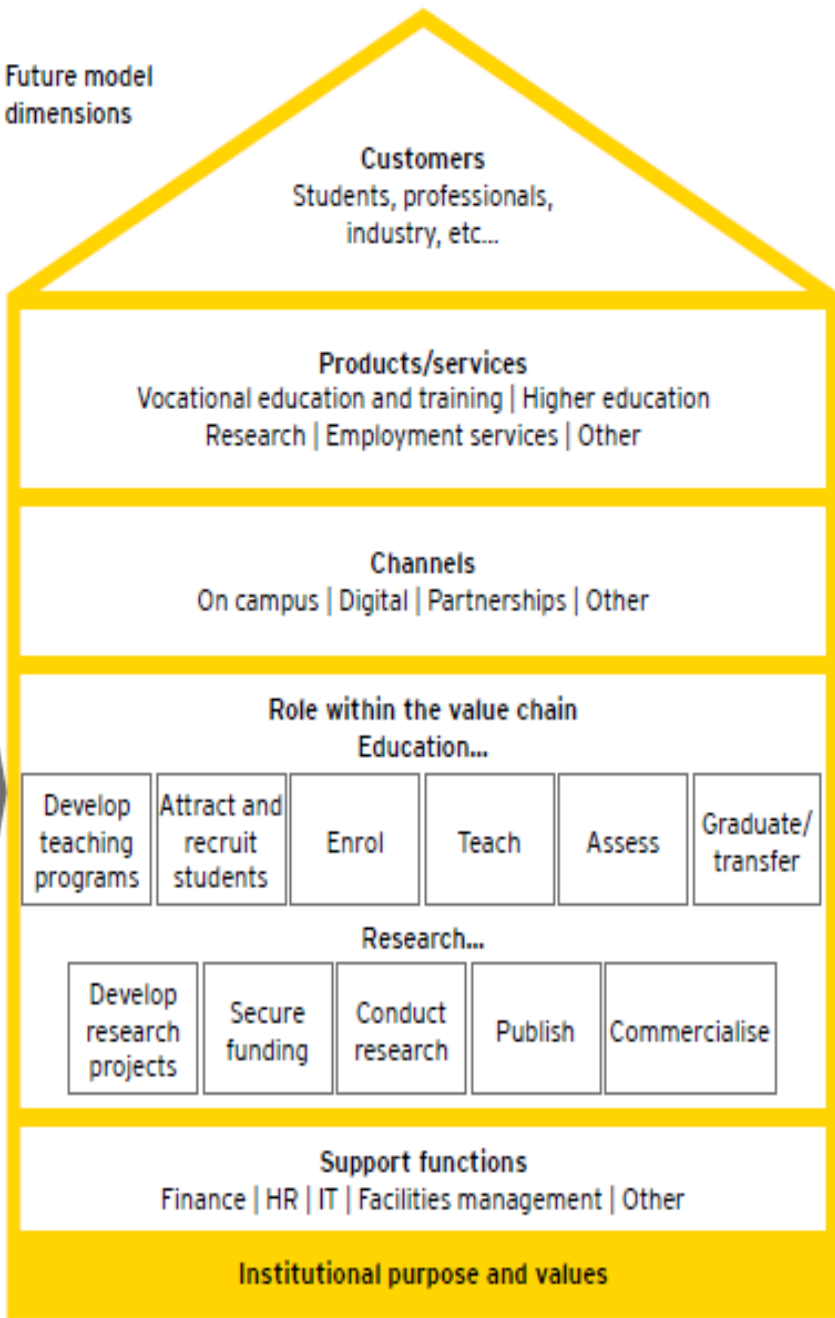
What will be our point of difference and how do we sustain this?

**How to play?**

Who should we partner with?

What workforce capabilities and structures do we need?

How do we optimise our assets?



**Transition considerations**

**Managing the transition**

What does the transition look like as a high-level, multi-year plan?

What capabilities do we need to manage the transition?

**Managing the brand and market position**

How do we protect our brand and market position during the transition?

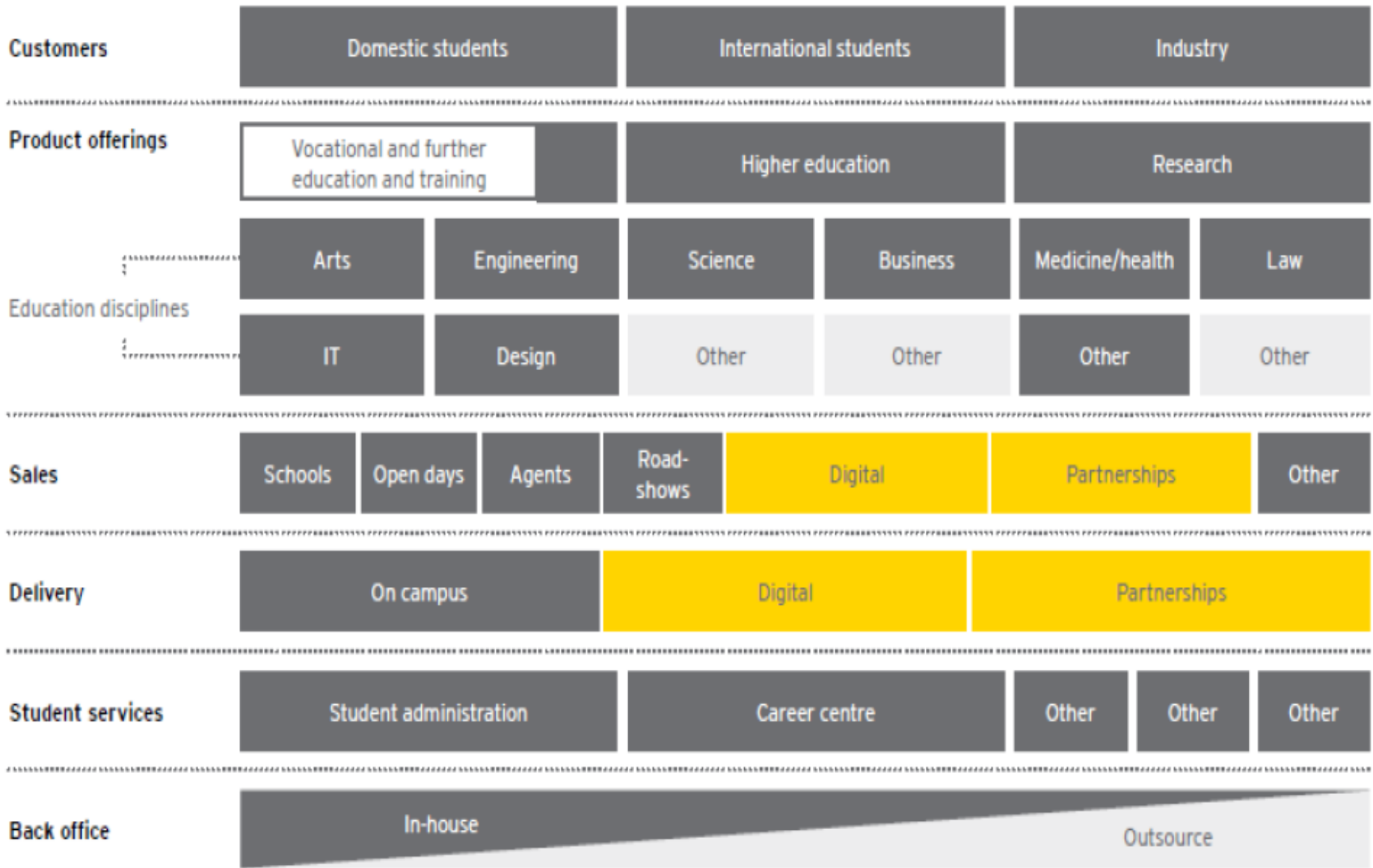
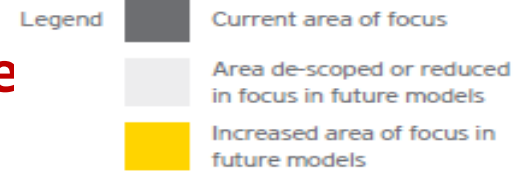
How do we manage changes to our brand as our products, services, channels and partners evolve?

**Operating the new model**

How would we govern and administer a model with new partners?

How do we know we will secure the desired benefits from the new model? And how will we sustain these?

# New Approach , Streamlined Model – Challenge



# C.E.D.A.R.



OECD  
Entrepreneurship  
Policy, July 2016



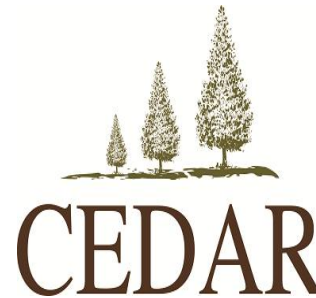
Ranepa University  
Strategic Planning  
for HE

## EDUCATION

Masters  
UG  
Modules

## EXECUTIVE

SME Training  
HRDA Programmes



## RESEARCH

Dissertations  
Doctorates  
Case studies  
Journals

## OUTREACH

International  
Entrepreneurial Exchange  
Ideodromio Competition  
CyEC

## POLICY

Forums  
EU-DG 23; OECD  
Policy Papers



Ideodromio  
2016 -17



China 2015  
Family Business  
Conference





**BUSINESS  
IDEA  
Competition  
2016-17**

The graphic features a large, dark brown trapezoidal shape on the left side, with a glowing lightbulb icon at the top. The background is a collage of business-related sketches, including a target, a bar chart, a pie chart, a car, a person at a computer, and various financial symbols like "5% is SALE!" and "TEAM".

**#CedarBIC**

[www.cedar.org.cy/bic/201617](http://www.cedar.org.cy/bic/201617)

**AWARDS WORTH €2,750**

*Deadline March 31<sup>st</sup>, 2017*





ΥΠΟΥΡΓΕΙΟ ΠΑΙΔΕΙΑΣ  
ΚΑΙ ΠΟΛΙΤΙΣΜΟΥ



ΠΑΙΔΑΓΩΓΙΚΟ ΙΝΣΤΙΤΟΥΤΟ  
ΚΥΠΡΟΥ



**CEDAR**  
Centre for Entrepreneurship



University of Central Lancashire

— **CYPRUS** —



Πρόγραμμα Δημιουργικότητας,  
Καινοτομίας και Επιχειρηματικής Ιδέας

**«Ιδεοδρόμιο»**

#Cedar\_Ideodromio



# Entrepreneurial Policy



- **OECD - Inclusive Entrepreneurship 2012-2017**



- **Panorama Series:**



- **Social Enterprise, 2017**
- **Innovation, 2015**
- **European Funding, 2014**
- **Entrepreneurship, 2013**



# Panorama of Social Enterprise: Practice-Policy







# Family Business Continuity



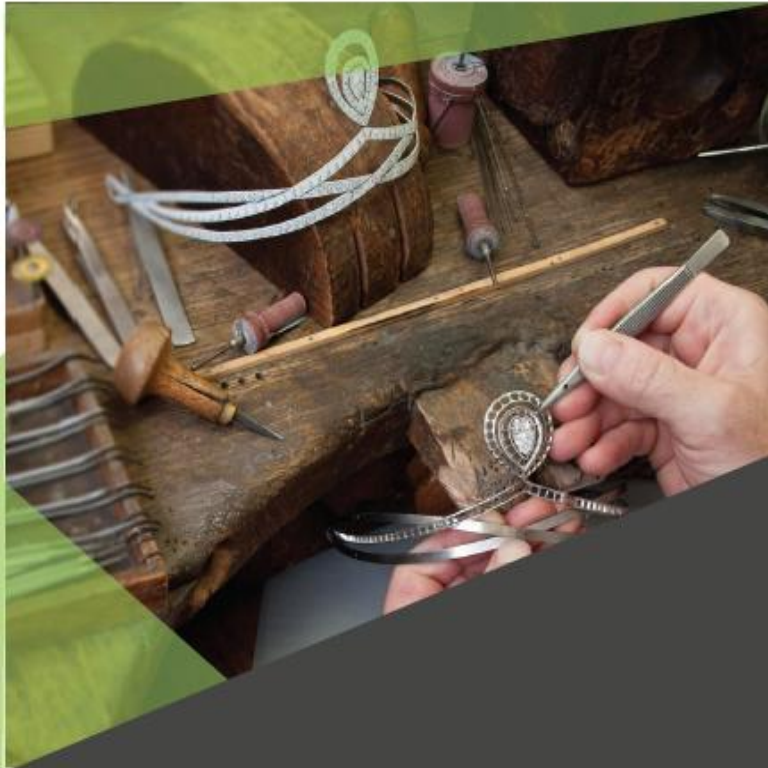
- **Training on Family Business Succession & Strategic Planning 2010-2018**
- **Small Family Business Seminar Series, Larnaka 2015**
- **Family Business Conferences & Workshops with Coop Bank 2016**
- **China 2015 Family Business Conference**
- **EIASM 2018 Family Business Workshop**
- **Artisan Project- family business growth across generations**

# ARTISAN ENTREPRENEURSHIP



*AsPIRing entrepreneurial families to  
perpetuate cultural business Across geNerations*

- EU-funded project of €300,000 under the Erasmus + programme.
- Focuses on the entrepreneurial development of family members in heritage (i.e. artisan and agro-tourism) family businesses.
- **Outputs:** *State of the art report, Training Programmes, Web Platform, Train-the-trainers programme, Casebook*
- **Partners:** **UCLan Cyprus/CEDAR (coordinator)**, GrantXpert Consulting (Cyprus), Castilla La Mancha (Spain), University of Beira Interior (Portugal), University of Palermo (Italy), EDHEC (France), and ISOB (Germany)



*Entrepreneurial families-in-business are  
essential for socio-economic  
development and cultural heritage*





## ΕΝΑ ΟΛΟΚΛΗΡΩΜΕΝΟ ΕΚΠΑΙΔΕΥΤΙΚΟ ΠΡΟΓΡΑΜΜΑ ΓΙΑ ΟΙΚΟΓΕΝΕΙΑΚΕΣ ΕΠΙΧΕΙΡΗΣΕΙΣ ΧΕΙΡΟΤΕΧΝΙΑΣ ΚΑΙ ΑΓΡΟΤΟΥΡΙΣΜΟΥ

Η κοινοπραξία του έργου ARTISAN θα ήθελε να σας προσκαλέσει να δηλώσετε συμμετοχή στο **ARTISAN ΕΚΠΑΙΔΕΥΤΙΚΟ ΠΡΟΓΡΑΜΜΑ**, που αναπτύχθηκε στα πλαίσια του ευρωπαϊκού προγράμματος ERASMUS+

Το Διήμερο Εκπαιδευτικό Πρόγραμμα δίνει την ευκαιρία στους συμμετέχοντες να παρακολουθήσουν σεμινάρια και μαθήματα από ακαδημαϊκούς εγνωσμένου κύρους αναφορικά με μια πληθώρα θεμάτων που αφορούν τις οικογενειακές επιχειρήσεις:

- **οικογενειακή επιχειρηματικότητα και διαδοχή**
- **χάραξη στρατηγικής**
- **ανάπτυξη καινοτομιών**
- **προώθηση έξυπνου marketing**

Στα πλαίσια του προγράμματος μπορούν να παρευρίσκονται τόσο ιδρυτικά/παλαιότερα όσο και νεότερα μέλη οικογενειακών εταιρειών.

### ΔΩΡΕΑΝ

ΕΚΠΑΙΔΕΥΤΙΚΟ  
ΣΕΜΙΝΑΡΙΟ ΓΙΑ  
ΟΙΚΟΓΕΝΕΙΑΚΕΣ  
ΕΠΙΧΕΙΡΗΣΕΙΣ

ΗΜΕΡΑ: 15 & 16  
Φεβρουαρίου 2018

ΩΡΑ: 09:00 – 15:00

ΕΚΠΑΙΔΕΥΤΙΚΟ ΚΕΝΤΡΟ:  
Κέντρο Περιβαλλοντικής  
Πληροφόρησης Λάρνακας

**Μοναδική Ευκαιρία** για την ενίσχυση των **Επιχειρηματικών & Διοικητικών Δεξιοτήτων** σας αλλά και για την **Αποτελεσματική επικοινωνία & συνεργασία** με τα μέλη της οικογενειακής σας επιχείρησής!

**Μοναδική Ευκαιρία** για να διευρύνετε τις γνώσεις σας για την επιβίωση, συνέχιση και ανάπτυξη της οικογενειακής επιχείρησής σας!

Εάν είστε μέλη οικογενειακής επιχείρησης και επιθυμείτε να δηλώσετε συμμετοχή είτε να μάθετε περισσότερες πληροφορίες, παρακαλούμε όπως επικοινωνήσετε μαζί μας:

κ. Κωνσταντίνο Μελά: Email - [kmelas@uclan.ac.uk](mailto:kmelas@uclan.ac.uk), Τηλ: 24-694076

καθ. Πανίκο Πουτζιουρή: Email - [ppoutziouris@uclan.ac.uk](mailto:ppoutziouris@uclan.ac.uk)



Erasmus+



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of the European Union

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EDHEC  
BUSINESS SCHOOL



Institut für  
sozialökologische  
Beratung GmbH  
Development, guidance and evaluation of innovation



# Case studies by CEDAR

- Market based **Oleastro**
- Coop –micro credit, **Womens Coop Bank** (OECD)
- Market based **MAS**, independent supermarkets
- **Artisan** project; development of micro artisan in agro farming and agro touristic
- **Sweet Potatoes Crisps** HRDA training

# OLEASTRO: 3 -Ορίζοντες Ανάπτυξης

Δημιουργία  
Αξίας



Phase  
3  
*Olive Park*  
*Oleastro*



**Business Ideas-Innovations ?**  
Νέες ιδέες-Καινοτομία

- Olive Festival -Μέρα της Ελιάς
- Εκδηλώσεις-Διαγωνισμοί
- Σύνδεσμοι –Slow Food Network

Phase  
2

**Νέες επιχειρηματικές δράσεις**  
**Any New Business Models?**

- Oleastro Museum
- Taverna –Souvenir-Kiosk
- Design- artizan gift bag \*

Phase  
1

Επίδοση κύριων εργασιών  
**Operational Efficiency-Core Business**

- Κλίμακα παραγωγής ελαιώνας (Organic Olive)
- Ελαιοτριβείο (παραδοσιακή τεχνική) \*
- Συνεταιρισμός με ντόπιους (Artisan coop) \*

Time





# Cyprus University EP Centres

- CEDAR associated with UCLan Cyprus
- Centre for Entrepreneurship, UCY
- Innovation Centre, EUC
- Entrepreneurship centred Modules
  - CUT,
  - UNIC,
  - Neapolis
  - OUC
  - Frederick

# How to step by step develop Coop Entrepreneurship

*Learn, Research, Enlighten, Connect, Develop, Act*

## Curriculum

- Open module workshops
- Lectures -Testimonials
- Case study - assignments
- Interview based reports
- Poll surveys
- Discussion papers
- Distributed Learning

## Extra Curriculum

- Case competition
- Policy forums
- Networking
- Exchange visits
- Erasmus coop entrepreneurs
- HRDA cooperative models

**Coop Ventures**

# Comments & Questions



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[ppoutziouris@uclan.ac.uk](mailto:ppoutziouris@uclan.ac.uk)