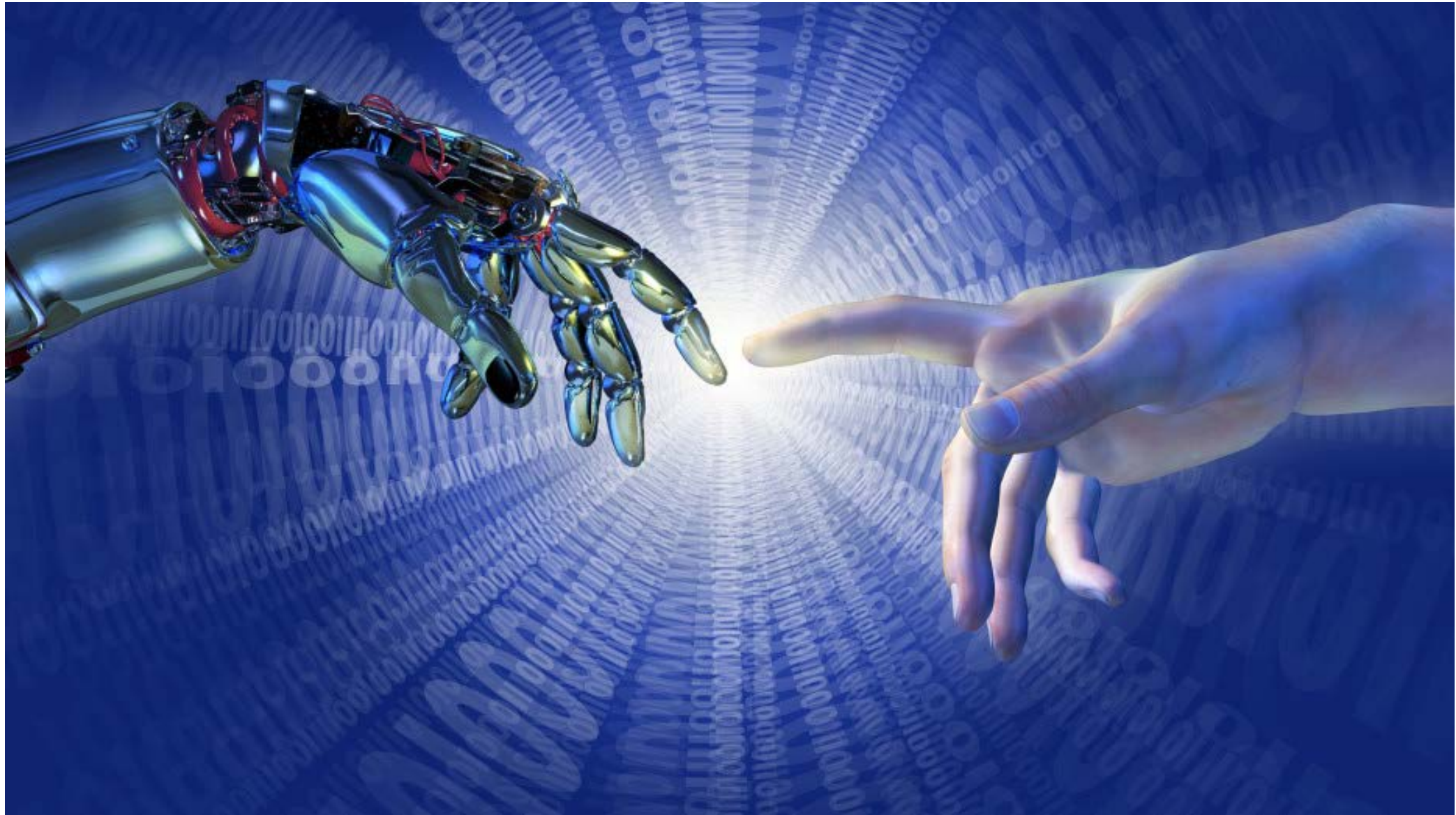


# Entrepreneurship as a learning model to enhance graduate career management skills

Dr MJ de Villiers Scheepers & Renee Barnes



New world of work

Super Human



goSmallBiz  
**TOOLBOX**



TEAM

- T TOGETHER
- E EVERYONE
- A ACHIEVES
- M MORE



# Research aim

Entrepreneurship as a learning model for higher education professionals

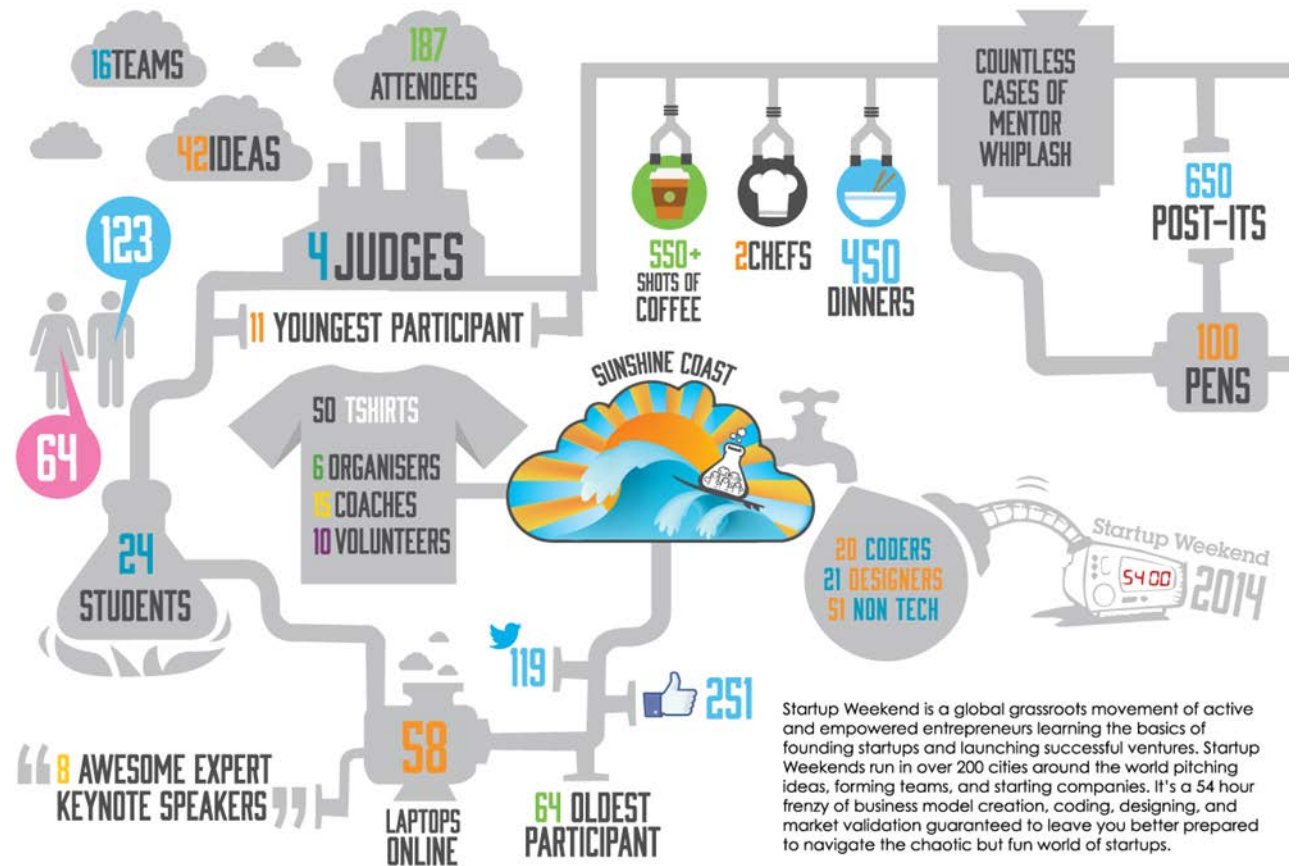
# Entrepreneurial Method





# Methods

- We use a qualitative research design, drawing on multiple data sources such as student perspectives, observation, researcher journals and field notes from a multi-disciplinary experiential entrepreneurship model (MEEM) at USC (2014-2015).
- Data sources were thematically analysed to determine how entrepreneurial principles were used in creating start-up ventures in the MEEM case and the student outcomes and skills developed.



# Entrepreneurial learning model: Principles



Available resources  
(who I am; what I know;  
whom I know)



Experiment



Iterations minimize risk



Co-create with  
stakeholders



Leverage contingencies

# Research Findings

- We find that student outcomes:
  - Creation of start-ups
  - Confident, empowered graduates
  - Find dream jobs





