Entrepreneurship in Higher Education
About Pearson

• World’s leading Education company.
  - school, college, university, professional.
  - university textbooks, curriculum materials, multimedia tools, testing, certification, qualifications.

• Owner of the Financial Times

• Heritage: over 150 years old

• Global: work in more than 70 countries

• Well respected: FTSE100 company

• Helps to educate millions of people across the globe with its products and services.
Pearson College

• Created to offer a blue chip tertiary education that combines high academic standards with commercial engagement at every level

• Pearson is well placed to achieve this with its academic heritage and commercial experience

• The first FTSE 100 company to open its doors in this way to students
About our validator

• Triple accreditation: EQUIS AMBA AACSB (Europe, UK, USA) - only 60 / 13,500 BS have this

• Regularly ranked in the top 100 in the world / top 10 in the UK by the Economist and Business Week

• Especially strong at working with companies

• Consultancy across 5 continents

• Executive education tailored to company needs
Creating an entrepreneurial culture

1. Immersing students in a commercial environment
2. Prioritising the development of entrepreneurial skills alongside theoretical knowledge
3. Embedding entrepreneurial and commercial ethos into the curriculum
4. Entrepreneurs in the classroom / students as entrepreneurs
5. Opening students’ eyes to the possibilities of social entrepreneurship
6. Exposing students to wider commercial world
7. Creating a skills exchange market
8. Encouraging innovation
9. Bridging the funding gap
10. Rewarding success
1. Immersion in a commercial environment
Pearson HQ
Our students at induction
Our students at Unilever
2. Developing entrepreneurial skills

- The ability to turn ideas into action
- Creativity
- Innovation
- Initiative
- Risk-taking
- Project management
3. The curriculum

Curriculum design

• Degree concept team

➢ Academia
➢ Industry
➢ Student voice
3. The learning experience

- Industry workshops
- Internships
- Project management example
4. Entrepreneurs in the classroom

- The facilitators and mentors
- The students
5. Social entrepreneurship

- PAVE project
5. The concept

Social Enterprise
Student Development
Connection to India

Implements projects
Working with students
Connection to UK

Passion & Experience
5. Implementation

India
- Communities in need
- Social enterprise projects
- Meaningful & sustainable

UK
- 18 - 25 year olds
- Responsible volunteering projects
- Professional & personal development programme

Add real value to beneficiaries in India & young people in the UK
6. Exposure to wider commercial world
7. Creating a skills exchange market

Student collaboration across disciplines
8. Encouraging innovation

• Enterprise projects – both commercial and social

• Selective Perspectives

• Course co-creation
9. Bridging the funding gap

• Institutional financial support
• Stake money
• Matching funds
• Crowdfunding
10. Rewarding success

- Admissions
  - co-creation scholarships

- Academic
  - Assessment

- Commercial
  - IP
Thank you