



Enterprise (having ideas and acting on them), and entrepreneurship (starting a business) are very different but often confused processes. The literature is also at times guilty of conflating the two. Enterprise has been a theme in UK HE since the early 1990's so there are many resources you can tap into and benefit from.

### GEES Subject Centre links

GEES Subject Centre. Employability, Entrepreneurship and Enterprise Wiki.

<http://gees.pbwiki.com/>

GEES Subject Centre. Project/Theme webpage: Employability in Geography, Earth and Environmental Sciences. <http://www.gees.ac.uk/projtheme/emp/employ.htm>

King, H. (Ed.) (2006) *Enterprise, Skills and Entrepreneurship: enhancing the curriculum in geography, earth and environmental sciences*. GEES SC. Available for download from <http://www.gees.ac.uk/projtheme/entrep/entrepres.htm>

These subject-specific curriculum materials were developed by the GEES Subject Centre through a one-year project which involved working with GEES staff throughout the UK to share existing practice, adapt generic materials for the disciplines, and articulate relevant issues; gathering case studies from GEES graduate entrepreneurs; and piloting the materials at a residential event for both staff and students.

Gallimore, J. (2006) *Values and Corporate Social Responsibility (CSR)*. GEES SC and Philosophical and Religious Studies (PRS) Subject Centre. Available for download from <http://www.gees.ac.uk/projtheme/emp/employ.htm>

### Planet Articles (2001-2009)

The following articles can be found by visiting: <http://gees.ac.uk/pubs/planet/index.htm>

Chalkley, B. and Gibson, K. (2008) Enterprise education in Geography: the case of the Plymouth Dragons. *Planet Special Edition 21*, pp 43-46.

Kneale, P. (2008) Raising student awareness of enterprise skills: accredited and non-accredited routes. *Planet Special Edition 21*, pp 39-42.

Kneale, P. (2004) Teaching intrapreneurship: Cases from businesses. *Planet 7*, p 8.

Philip, L. (2006) Harnessing the competitive spirit - using competition to excite and engage, *Planet 16*, pp. 41-42.

Struder, I. (2006) Enterprising geography, earth and environmental sciences students, *Planet 16*, pp.26-30.

### Materials from GEES conference and workshop events

The following event materials can be found by visiting

<http://www.gees.ac.uk/events/pastevents.htm>

Employability, Employer Engagement and Enterprise in the GEES Disciplines - GEES Subject Centre Summer Residential Conference - 2nd to 3rd of July 2008, Edinburgh

Environmental Enterprise and Entrepreneurship Workshop: Learning and Teaching Enterprise and Entrepreneurship in GEES - 9th May 2006

Enterprise, Skills & Entrepreneurship: Enhancing the GEES Curriculum Event - January 2005

### **Other GEES- specific resources**

Context (2003) - <http://www.geog.leeds.ac.uk/courses/other/casestudies/>

The Context website hosts assorted resources that have been developed with the aim of promoting the use of case materials in higher education and employment. They are based as closely as possible on real work situations and issues (in business, government and the voluntary sector). Including case studies on 'Managing a Career in Academia', 'Enterprising Intrapreneurship', and 'Hydrology and Geography Case Studies'.

Geography and Enterprise in Higher Education (1991) -

<http://www2.glos.ac.uk/gdn/ehe/index.htm>

Proceedings from the Geography and Enterprise in Higher Education conference, stemming from the Enterprise in Higher Education (EHE) Initiative, held in 1991. Chapters cover issues such as: what are the properties of 'enterprise' and is it an academic skill? Management of curriculum change; values of enterprise skills. Examples of practice are also included.

Guyer, C. and Maguire, S. (2004) Preparing Geography, Earth and Environmental Science (GEES) Students for Employment in the Enterprise Culture. *Journal of Geography in Higher Education*, Volume 28, Number 3, pp. 369-379(11).

Truscott, J. B. and Watton, P. (2006) *Enhancing student employability and entrepreneurship through the environmental and natural sciences*. Experiential Learning Centre for Excellence in Teaching and Learning (CETL).

### **Generic Enterprise and Entrepreneurship resources**

HE Academy Enterprise & Entrepreneurship page -

<http://www.heacademy.ac.uk/ourwork/learning/employability/enterprise>

This page covers all activities in Higher Education that encourage students to develop the skills that equip them to be enterprising, creative and productive; with links to subject specific resources. Including:

- Moreland, N. (2006) Entrepreneurship and higher education: an employability perspective. *Learning and Employability Series 1*. HE Academy.
- Nixon, I. (2006) *Enterprise and Entrepreneurship Community of Practice*. Report for the HE Academy.

### **Reports, articles and textbooks**

Barrow, C, Burke, G., Molian, D. and Brown, R. (2005) *Enterprise Development. The Challenges of Starting, Growing and Selling Businesses*. London: Thomson Learning.

Barrow, C. (1998) *The Essence of Small Business*. Harlow: Pearson.

Bridge, S., O'Neill, K., Cromie, S. (2003) *Understanding Enterprise, Entrepreneurship and Small Business* (2<sup>nd</sup> edn). Basingstoke: Palgrave MacMillan.

Burns, P. (2005) *Corporate Entrepreneurship - Building an Entrepreneurial Organisation*. Basingstoke: algrave MacMillan.

Burns, P. (2001) *Entrepreneurship and Small Business*. Basingstoke: Palgrave MacMillan.

Calvin, R. J. (2002) *Entrepreneurial Management*. London; New York: McGraw-Hill.

Ehrenfeld, T. (2002) *The Start Up Garden; how growing a business grows you*. New York: McGraw-Hill.

Ingham, C (1997) *101 Ways to Start Your Own Business* (2<sup>nd</sup> edn). London: Kogan Page.

Johnson, R. (2000) *The 24 Hour Business Plan* (3<sup>rd</sup> edn). London: Century Business.

Maitland, I. (1999) *The Business Planner. A complete guide to raising finance for your business*. Oxford: Butterworth Heinemann.

Rosthorn, J., Haldane, A., Blackwell, E. and Wholey, J. (1998) *The Small Business Action Kit* (4<sup>th</sup> edn). London: Kogan Page.

Shapiro, S. M. (2001) *24/7 Innovation*. New York: McGraw-Hill.

Stokes, D. (2002) *Small Business Management, a case study approach* (4<sup>th</sup> edn). London: Continuum.

Storey, D. J. (1994) *Understanding the Small Business Sector*. London: Routledge.

Wickham, P (2004) *Strategic Entrepreneurship* (3<sup>rd</sup> edn). Harlow: Financial Times / Prentice Hall.

Williams, S. (2003) *Small Business Guide*, (16<sup>th</sup> edn). Lloyds/TSB Presse Vitesse. Including accompanying web site: <http://www.smallbusiness.co.uk/>

## **Journals**

Enterprise and Society - <http://es.oxfordjournals.org/>

Provides a forum for debate regarding the historical relations between businesses and their larger political, cultural, institutional, social, and economic contexts.

Journal of Small Business and Enterprise Development –

<http://www.emeraldinsight.com/Insight/viewContainer.do?containerType=JOURNAL&containerId=11359> Combines case studies with research to provide discussion about the developments surrounding small businesses, for example, exploring best practice, and investigating strategies for growth.

Entrepreneurship and Regional Development - <http://www.tandf.co.uk/journals/titles/08985626.asp>

Addresses the central factors in economic development - entrepreneurial vitality and innovation - as local and regional phenomena.

Entrepreneurship Theory and Practice - <http://www.wiley.com/bw/journal.asp?ref=1042-2587> Publishes conceptual and empirical articles which contribute to the advancement of the field of entrepreneurship. Most issues also feature a teaching case.

International Journal of Entrepreneurship and Innovation  
<http://www.ingentaconnect.com/content/ip/ije> Focuses on practical application - from becoming an entrepreneur, through making financial choices, strategic planning, to internationalisation and acquisition. The journal includes entrepreneurial issues in non-profit public-sector organisations.

### **Organisations supporting Young Entrepreneurs**

Business Start up @ Leeds Met - <http://www.leedsmet.ac.uk/business-start-up/>

Is a government funded project that provides services to students and graduates. It offers a range of services and resources including workshops, support from advisors and a free business start-up guide on CD-Rom.

Institute for Enterprise (CETL) - <http://www.leedsmet.ac.uk/enterprise/>

The Institute for Enterprise aims to create an inclusive enterprise education community to act as an engine of change within Leeds Metropolitan University, the region and beyond.

Enterprise Insight Start Talking Ideas - [www.starttalkingideas.org](http://www.starttalkingideas.org)

Is a coalition of 12 organisations set up by the British Chambers of Commerce, the CBI, the Federation of Small Businesses and the Institute of Directors. The site includes 'The Manual' which gives insights into the nuts and bolts of starting a business, including, training, accounts, negotiation and links to further information.

National Council for Graduate Entrepreneurship - <http://ncge.com/content/page/85>

NGCE aims to support and influence development of national policy on graduate entrepreneurship, take a lead role in related research, and increase the number of graduates engaging in entrepreneurship activities. It promotes and facilitates the option of starting a new business as a career choice for students and graduates, eg through the Flying Start programme. Academics are encouraged to become involved. A bi-monthly bulletin containing news and updates about NGCE's activities is available.

Scottish Institute for Enterprise - <http://www.sie.ac.uk/>

The SIE is a partnership of twenty of Scotland's higher education institutes committed to strengthening the culture and skills of entrepreneurship within the academic and student

communities. The website provides resources for academics interested in entrepreneurship and enterprise and contact details for student enterprise societies and enterprise and business staff in Scottish universities.

Shell LiveWIRE - <http://www.shell-livewire.org/>

This site provides plenty of business start-up information. Once registered on the site, Shell LiveWIRE supports 16-30 year olds with a good range of advice. Factsheets detailing the steps to take to set a business up are available at first registration. Other services include: live forums on a range of topics; a free business start-up information pack; opportunities to receive one-to-one advice from a local LiveWIRE Coordinator; and an annual awards competition for the best new businesses.

Students in Free Enterprise (SIFE) - <http://www.sife.org/Pages/default.aspx>

SIFE's aim is to provide university students with an opportunity to make a difference, and to develop leadership, teamwork and communication skills through community projects that help others develop their skills and knowledge. Each year there is a national and a worldwide competition for student teams.

The National Endowment for Science, Technology and the Arts (NESTA) -

<http://www.nesta.org.uk/> NESTA runs a number of award programmes, which support everyone from inventors and engineers to filmmakers and musicians. While they share a common aim - to back people of exceptional talent and imagination - they each work differently. The Creative Pioneer Programme offers business-skills training in a new way. It is a unique opportunity for individuals at the early stages of their careers (typically up to three years post-graduation) to access knowledge, training, support and business funding.

The Prince's Trust - [www.princes-trust.org.uk](http://www.princes-trust.org.uk) Helps young people from a range of backgrounds to start their own business.

White Rose Centre for Excellence in the Teaching and Learning of Enterprise (CETL) – <http://www.wrcetle.ac.uk/> The White Rose Centre for Excellence in the Teaching and Learning of Enterprise enables students to develop enterprise skills so that they are equipped to make an impact in the future as social entrepreneurs, enterprising employees and successful business owners. Each of the three universities involved, York, Sheffield and Leeds, has a dedicated enterprise teaching and learning facility and aims to expand embedded enterprise across the whole curriculum for all three universities.

Young Enterprise - Graduate Programme - <http://www.young-enterprise.org.uk/pub/>

The university equivalent of Young Enterprise. It aims to support first and second year students through the creation of a limited company to starting trading. Through the programme students will discover how a company functions and while developing the business, learn some of the skills necessary for business success.

## **Entrepreneurship Research Websites**

CACI Datadepot - <http://www.caci.co.uk/datadepot.aspx>

Provides consumer and business profile reports which cover census, demographic and market information for any UK location.

Green Business.net - [www.greenbusiness.net](http://www.greenbusiness.net)

Is a discussion list for entrepreneurs interested in the challenges and opportunities presented by running and working for a green business. To join the list a small monthly subscription is required.

j4b - [www.j4b.co.uk](http://www.j4b.co.uk)

A site which offers a database of funding and grant information. Once registered on the site, information can be obtained on local availability of grants, loans and financial assistance by postcode area.

Mintel Market Research and Consumer Intelligence - <http://www.mintel.com/>

This is a subscription service which gives access to a wide range of market intelligence reports, many with a leisure related focus.

SFEDI - <http://www.sfedi.co.uk/>

Run by entrepreneurs for entrepreneurs. They identify leading practice in enterprise development, set standards against this and endorse programmes, people, products and services, which use leading practice. The standards can be downloaded free of charge from the site.

Startups.co.uk - <http://www.startups.co.uk/>

Is dedicated to inspiring entrepreneurs and helping them start and grow successful businesses. It includes a range of business start-up guides with ideas from starting an eBay trading company to hotels, travel agencies, sports shops and personal training. The list of most popular articles is a handy inclusion, as well as some discussion board forums and regular email newsletters.

The Global Entrepreneurship Monitor - [www.gemconsortium.org](http://www.gemconsortium.org)

GEM is the world's largest and longest-standing study of entrepreneurial activity. In 2004, GEM conducted research in 34 countries around the world. The results of GEM data analysis are used as a key benchmarking indicator by regional, national and supranational authorities around the world.

Up My Street - [www.upmystreet.com](http://www.upmystreet.com)

Provide information about local services in an area by keying in a postcode. Information available includes ACORN profiles, property prices, nearby schools, local council performance and representatives - a very good site to find immediate catchment area market research data.

ZeroMillion.Com - [www.zeromillion.com/](http://www.zeromillion.com/)

Is an American-based website, founded by Ryan P Allis, author of Zero to One Million. Designed to support entrepreneurs, it provides resources and facilitates discussion and also includes various brief articles and interview summaries.

### **University Enterprise Centres**

A number of universities run enterprise centres, and their activities may include; developing links with local industry, supporting students in starting new enterprises, running courses or undertaking research and consultancy, and many sites include links to research publications. See for example:

- Brigham Young University Marriott School - Centre for Entrepreneurship & Technology <http://marriottschool.byu.edu/cet/>
- Cambridge University [www.enterprise.cam.ac.uk/](http://www.enterprise.cam.ac.uk/)
- The Cambridge-MIT Institute (CMI) <http://www.cmi.cam.ac.uk/>
- Imperial College London <http://www.imperial.ac.uk/>
- The Massachusetts Institute of Technology – Entrepreneurship Centre <http://entrepreneurship.mit.edu>
- The National University of Singapore – Entrepreneurship Centre (NEC) [www.nus.edu.sg/nec/](http://www.nus.edu.sg/nec/)
- Oxford University - Oxford Centre for Entrepreneurship and Innovation <http://www.sbs.ox.ac.uk/centres/entrepreneurship/Pages/default.aspx>
- The University of Strathclyde - Hunter Centre for Entrepreneurship <http://www.strath.ac.uk/huntercentre/>
- University of Glamorgan - The Welsh Enterprise Institute <http://wei.research.glam.ac.uk/>