

**Triple E Spine: Rationale
and fit with GCU
Strategy, Priorities and
Common Good
Curriculum**

EAST

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Session Overview

- Introduction to EEE concept;
- EEE1;
- EEE2;
- EEE3;
- Fit with GCU Strategy, Priorities and Common Good Curriculum; &
- Conclusions.



Rationale for EEE

The series of Triple E modules is designed to link undergraduate work with employer and graduate opportunities. The employability, enterprise and entrepreneurship (EEE) programme is designed to provide opportunities for all GSBS students to engage with the real world of work. Our Triple E programme delivered at levels 1, 2 and 3 prepares students for a variety of workplace environments the aim being for GSBS graduates to be adaptable, confident and work ready. At each level students undertake real-world projects and engage with a variety of communities; local and international, social and business as well as public, corporate and SME employers.



EEE1- Workplace Culture & Behaviour

On successful completion of this module students will be able to:

- Understand a range of local and global workplace environments including organisational cultures and sub cultures;
- Evaluate interactions and behaviour in workplace situations;
- Identify and evaluate their own employability and enterprise skills, taking ownership of their own personal development;
- Demonstrate an understanding of citizenship, ethics and professionalism; and
- Utilise reflective practice to support personal and professional development



EEE2- Society, Employability and Business

On successful completion of this module, the student should be able to:

- 1 Engage with real-world problems and challenges and provide workable solutions
- 2 Analyse global examples of social and economic scenarios using theory in combination with divergent thinking to develop understanding
- 3 Design and develop a personal toolkit of employability, innovation and enterprise skills by integrating reflective practice techniques with new knowledge
- 4 Understand how to develop relevant skills and use interdisciplinary knowledge to transfer skills into new contexts
- 5 Demonstrate a developed understanding of theories that apply to innovation and enterprise behaviour in international contexts
- 6 Undertake innovation practice with ethical and socially responsible values



EEE3- The Enterprise Value Challenge

On successful completion of this module the following Learning outcomes are achieved:

- Critically understand key theories of enterprise and entrepreneurship
- Demonstrate a developed understanding of opportunity recognition and market orientations in selected countries using complex and incomplete data from a range of sources
- Develop and plan viable and ethical business activities for a live trading venture
- Apply and evaluate a range of venturing and business applications and processes
- Critically evaluate self for socially ethical values in business practice using reflective techniques
- Critically evaluate entrepreneurial mind-sets in theory and practice through self and peer review.



Fit with GCU Strategy, Priorities and Common Good Curriculum

- The EEE Spine underpins GCU Core Values of integrity, creativity, responsibility and confidence;
- In line with the Common Good Curriculum, the Spine represents a distinct approach to learning and teaching, enabling development of graduates capable of tackling real-world issues and putting problem-solving ideas into action.
- The Spine facilitates the development of GCU's Common Good Attributes (active and global citizenship, an entrepreneurial mind set, responsible leadership and confidence) through taught, co and extra-curricular activities.
- The Spine supports GCU's goal of engaging students through learning experiences which are *challenging, active, collaborative and authentic*.



Student Activity Impact Metrics

- 15/16 £14070 + £5065 = £19135 donated to Charity
16/17 £11 610 + £7688 = £19298 donated to Charity
17/18 EEE3 (EEE2 results available in May 2018) £5365.51 donated to Charity
- This year EEE3 had 41 trading ventures (one of which was a cooperative of 6 groups). And 2017 saw a remarkable increase in the number of consultancy projects undertaken. We had 76 consultancy projects completed many at home and several overseas from Nicaragua to Poland to Sweden. They covered B & B's to fashion to sports organisations to new start-ups and existing small businesses.
- In total Over 60 + different Charities supported with time and funds and over 80 SME Consultancy projects completed in 2017 alone with around 59 in prior years.



Conclusions...

- create inclusive and accessible learning environments
- harness real world learning
- build partnership with industry
- create powerful collaboration
- nurture employability
- network students with the real world
- create community impact in partnership with our students.

