

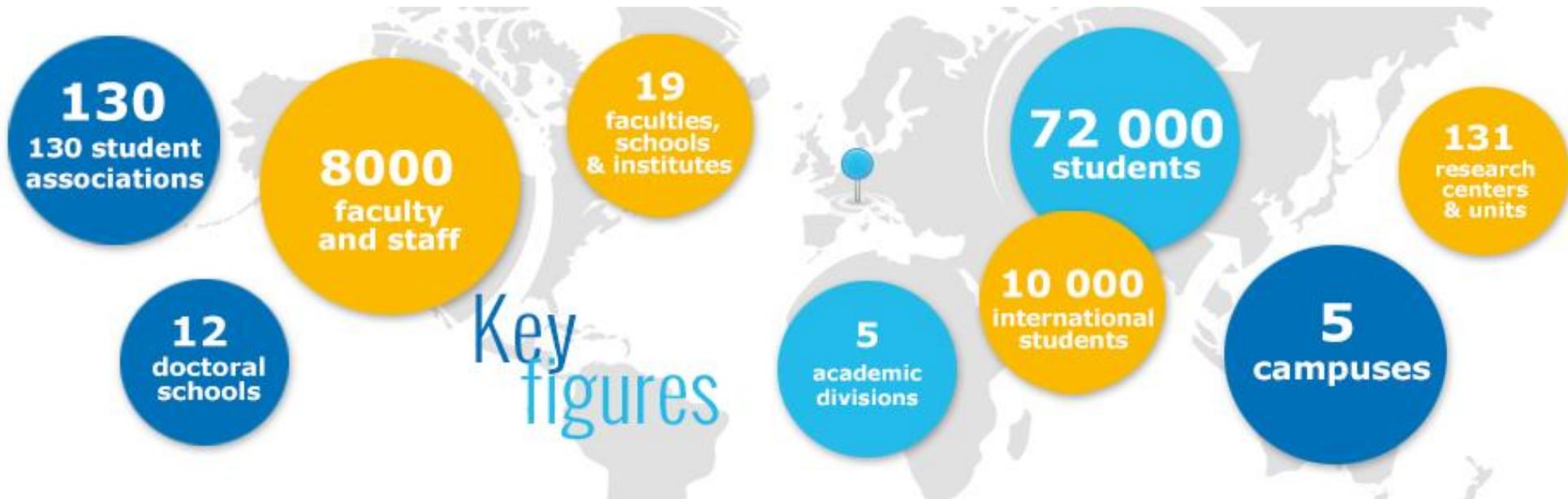


Pépite

PACA OUEST

HOW ENTREPRENEURSHIP EDUCATION CAN BOOST EMPLOYABILITY?

Aix Marseille University



A new era for Aix Marseille University



French Universities make employability a priority

Law LRU 2007 August, 10

Liberties and Responsibilities of Universities

It is sometimes called the law on the
autonomy of universities,



Article L. 123-3 :

Public higher education missions are :

The initial and continuing training;

Scientific and technological research, dissemination and exploitation of results;

Orientation and professional integration

The dissemination of culture of scientific and technical information;

Participation in the construction of the European Higher Education and Research Area;

International cooperation.

So does Aix Marseille University...





Semaine
+ +
AMU
entreprises

DU 3 AU 7 NOVEMBRE 2014

MARSEILLE ET AIX-EN-PROVENCE
DIGNE-LES-BAINS ET ARLES

« L'université et l'entreprise :
un partenariat pour construire l'avenir des étudiants
et valoriser notre territoire. »

www.univ-amu.fr

Entrepreneurship education at AMU

Students L1 to M2
PhD

Fab Lab

Crowdfunding
platform



Pôle Étudiant Pour l'Innovation,
le Transfert, l'Entrepreneuriat

Extensive network
of professionals,
experts and CEO's

50 projects

Raising
Entrepreneurship
spirit

Education

Formation en entrepreneuriat
Master in Entrepreneurship
DESU Devenir Entrepreneur

Mentorship and
accelerator
Accompagnement

Why entrepreneurial education
make a

HUGE

difference ??

Definition

A broad definition of entrepreneurship education:

«All activities aiming to foster entrepreneurial mindsets, attitudes and skills and covering a range of aspects such as idea generation, startup, growth and innovation»

Entrepreneurship refers to an individual's ability to turn ideas into action.

Does entrepreneurship education leads to higher employability?

The market requires graduates with enhanced skills who can think on their feet and be innovative.

The NACE survey in US (2013) asked employers to rate the skills they most value in new hires.

Companies want candidates who:

can make decisions,
solve problems,
communicate clearly,
analyze data and prioritize their work.

Skill/Quality	Importance Rating*
Ability to make decisions and solve problems	4.7
Ability to verbally communicate with persons inside and outside the organization	4.6
Ability to obtain and process information	4.6
Ability to plan, organize, and prioritize work	4.5
Ability to analyze quantitative data	4.4
Technical knowledge related to the job	4.2
Proficiency with computer software programs	4.1
Ability to create and/or edit written reports	3.7
Ability to sell or influence others	3.6

*Weighted average. Based on a 5-point scale where 1=Not at all important; 2=Not very important; 3=Somewhat important; 4=Very important; 5=Extremely important

Entrepreneurship education offers a solution.

It seeks to prepare people, particularly youth, to be responsible, enterprising individuals who become entrepreneurs or entrepreneurial thinkers by immersing them in **real life learning experiences where they can take risks, manage the results, and learn from the outcomes.**

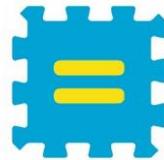


"THE VERY FIRST COMPANY I STARTED FAILED WITH A GREAT BANG. THE SECOND ONE FAILED A LITTLE BIT LESS, BUT STILL FAILED. THE THIRD ONE, YOU KNOW, PROPER FAILED, BUT IT WAS KIND OF OKAY. I RECOVERED QUICKLY. NUMBER FOUR ALMOST DIDN'T FAIL. IT STILL DIDN'T REALLY FEEL GREAT, BUT IT DID OKAY. NUMBER FIVE WAS PAYPAL."

- Max Levchin, former PayPal CTO

What can we expect from entrepreneurial education?

1. More Self confidence (key asset for universities students)
2. Ability to become a team player
3. Students who can analyse and solve problems.
4. Ability to demonstrate initiative and original thought.
5. Bringing a project to life from A to Z
6. Capability to speak publicly
7. Acquiring professional and core employability skills



Entrepreneurial mindset



**“Tell me and I forget,
teach me and I may
remember, involve me
and I learn.”
Benjamin Franklin**

It works!

« Entrepreneurship education is given a significant role in supporting the main goals of the EUROPE 2020 strategy: **GROWTHS and JOBS**

91 studies from 23 countries

Students participating in entrepreneurship education are more likely to start their own business and their companies tend to be more innovative and more successful than those led by persons without entrepreneurship education background.

Entrepreneurship education alumni are at lower risk of being unemployed and are more often in a steady job.

Compared to their peers, they have better jobs and make more money.

Effects tend to cumulate and lead to acceleration: those who participated in a higher number of entrepreneurship education measures benefited more over time.

Plus, the positive impact on educational institutions and the economy.

Entrepreneurship education: a road to success

A compilation of evidence on the impact of entrepreneurship education strategies and measures European Education

HOW

to spread the entrepreneurial spirit?

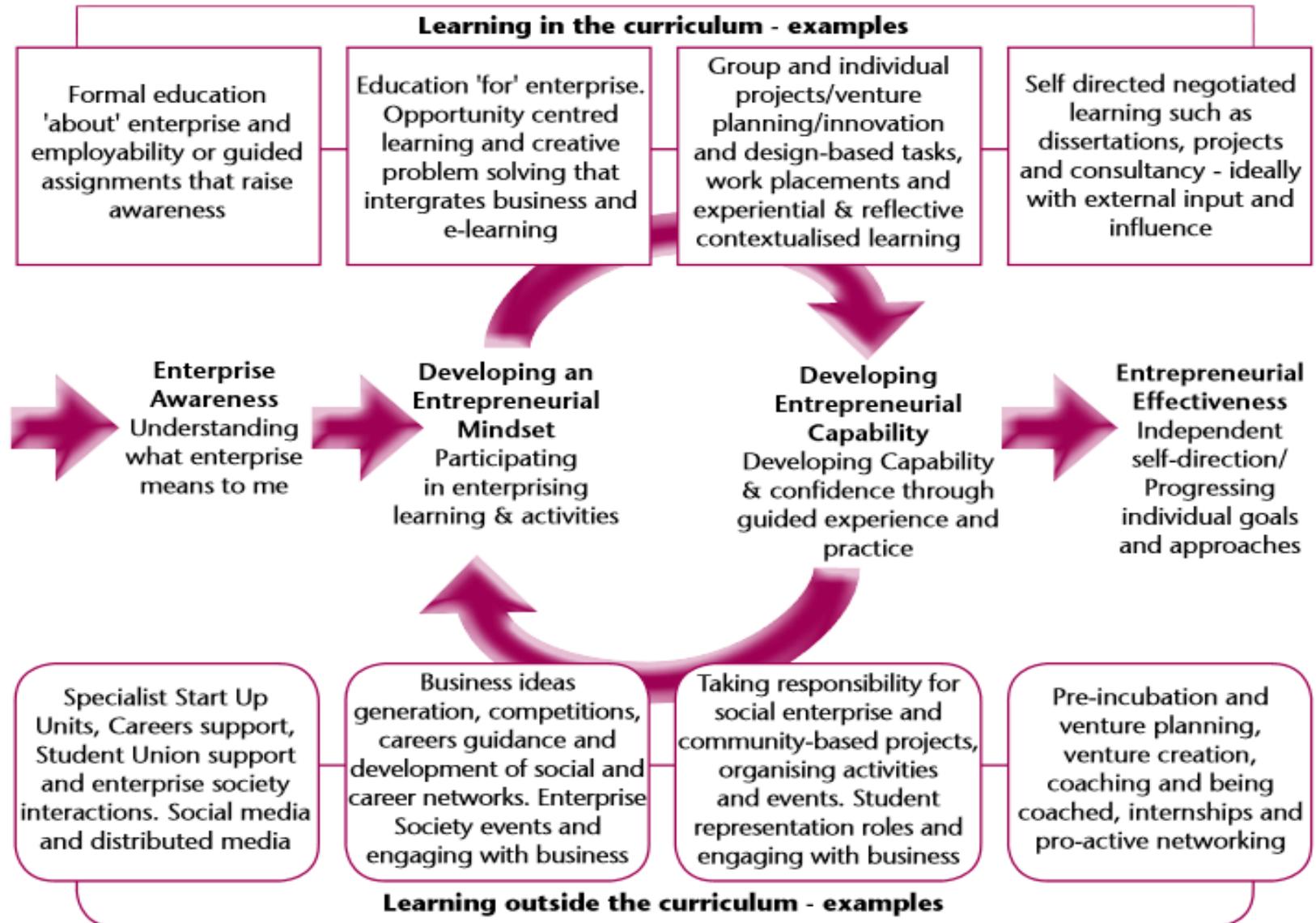


Meaningful learning opportunities: No Talk, All Action.

Through entrepreneurship education, students can develop the types of **soft skills** that employers look for from young workers, beyond professional knowledge and competence.

Entrepreneurship education is :

- Practice based pedagogical tools (« Don't just listen to theory, build your own strategy and test it as you go.»
- Better approach to teamwork
- Entrepreneurial skills centre around attitudes (soft skills), such as persistence, networking and self-confidence on the one hand and enabling skills (hard skills) on the other hand, including basic start- up knowledge, business planning, financial literacy and managerial skills



Create a powerful and inspiring community to support student entrepreneurship



29 « centers » for entrepreneurship in France



« PEPITE »

- Its aim is to respond to the desire to **spread the entrepreneurial spirit** amongst 100,000 students in the territory, by providing a true network dynamic, and through sharing of know-how and commitment between higher education, the State, local communities and the socio-economic world.

The main objectives of the agreement:

- strengthening the entrepreneurial innovation culture within our educational programmes, while encouraging the emergence of companies with growth and employment potential,
- encouraging the territory's socio-economic development,
- supporting Pepite in the performance of its commitments thanks to the project's various financiers.



200 students
36 experts dans 8 areas of expertise
20 Professors
10 interactive briefing sessions
A jury composed by 20 experts, CEOs and investors

Create « learning by doing » tools 1/2

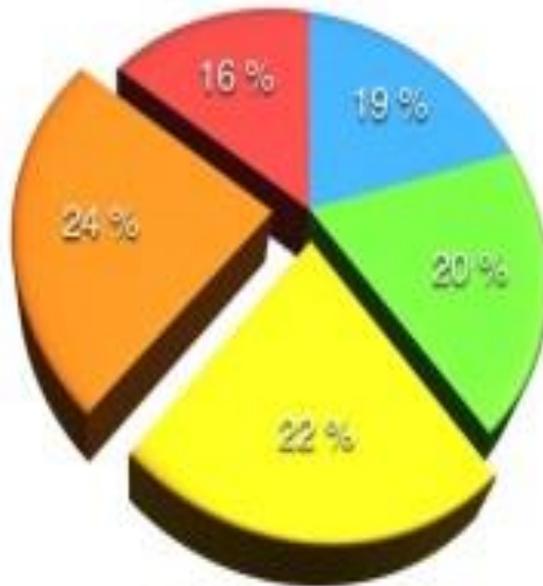
Goals:

1. Learn through the act of creating relying on theoretical knowledge
2. Solve real-world problems,
3. Learn new skills thanks to peers and professionals
4. Step outside of comfort zone.
5. Work with fellow students from other trainings, universities and schools
6. Build long-lasting relationships and possibly walk away with a job or even an investor. Local experts, CEO, teachers and startup leaders participate in 36h Chrono as coaches and judges. Get some one-on-one time with the movers and shakers in entrepreneurial community.



Motivations?

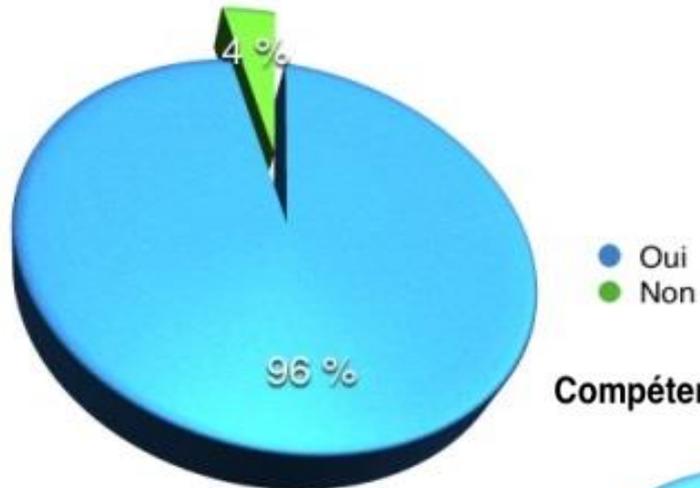
Pourquoi avez-vous décidé de vous inscrire au Jeu ?



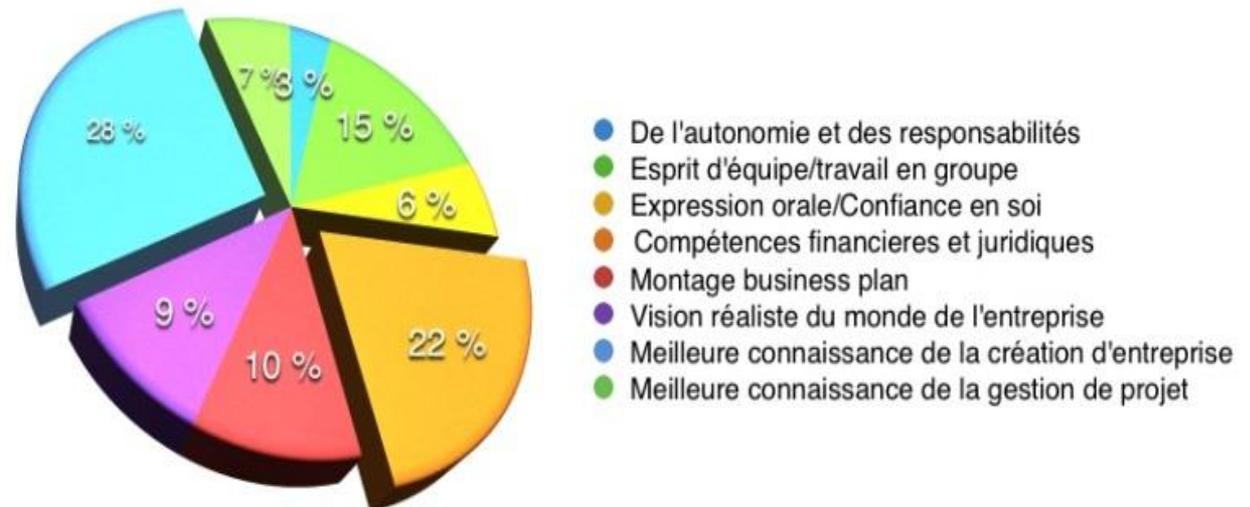
- Projet de création d'entreprise
- Etre en contact avec les créateurs d'entreprise
- Mieux maitriser les compétences entrepreneuriales en éco-gestion
- Meilleure connaissance du monde de l'entreprise
- Envie de jouer en équipe pluridisciplinaire

Student's feedback

Etes vous satisfait de votre participation au Jeu ?



Compétences acquises





Create « learning by doing » tools 2/2



SOUTH PITCH #1
9 février - 19 mars 2015
Concours de pitch

Pour qui ?
Ce concours est ouvert à toute personne ayant un projet entrepreneurial à mettre en avant

Quoi ?
Le South Pitch est une compétition online et un training pitch organisé dans le cadre du Forum Entreprendre MXL en partenariat avec le Pôle Pépite Paca Ouest, Aix Marseille Université et Crédit Agricole Alpes Provence

Comment ?

1. Postez sur la page **f** du Concours South Pitch une vidéo de 2 min pour présenter votre projet avant le 9 mars 2015. Prenez 5 minutes pour lire les règles afin de candidater
2. Communiquez le plus possible sur votre projet sur les réseaux sociaux
3. Rendez-vous le 19 mars 2015 pour un training pitch suivi de la sélection des 15 meilleurs vidéos pour pitcher devant un jury de serials entrepreneurs et un auditoire

Prix du meilleur pitch
Pitch d'or étudiant
Prix du jury

5 bonnes raisons de participer !

- ▶ Se faire connaître et vendre son projet
- ▶ Se former
- ▶ Rencontrer des potentiels investisseurs et structures d'accompagnement
- ▶ Gagner un prix
- ▶ Etudiants ? Participer à un challenge inter-écoles

Le concours ouvre ses portes le 9 février 2015, restez connectés sur www.mxl-forum.com !

@MXLForum



+ « Hands on » entrepreneurship classes with multi-disciplinary teams (ECTS)

+ Trainings of future teachers (ESPE)

Going further?



**ÉTUDIANT-E
ENTREPRENEUR**

VIDEO

**Tailor-made coaching
sessions**

ECTS

Internship

**Co-working
spaces**



شكرا جزيلًا

MERCI

**Our mission is to inspire, educate,
and empower students to boost
employability and business
opportunities**



**#Marie Decroix-Taffet
#AMU**

