

## Paper 130 – Workshop

### How to encourage entrepreneurial and intrapreneurial activity within an academic environment: A REDS workshop

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#### Abstract

Being entrepreneurial is fast becoming an integral part of the modern academic's role, particularly within today's economic climate with funding cuts and the emerging concept of the '*entrepreneurial university*' (Rae et al., 2009). In recent years, enterprise and entrepreneurial activity are increasing relevant and important to both academics and students alike.

With this in mind, the Careers Service at the University of Salford designated funding from the EPSRC to a proactive group of postgraduate students, who collaborated to form REDS (Researcher Enterprise Development at Salford). They created a series of workshops to raise awareness, to bust the myths surrounding enterprise, and to encourage other postgraduate students and early career researchers to develop their entrepreneurial and intrapreneurial skills. The specific focus of these activities was to develop practical skills which would be transferable to wider working practices whether inside or outside of academia, including postgraduate study.

This workshop is delivered by members of the REDS team. The aim of the workshop is to provide attendees with the confidence and the know-how to establish their own series of enterprise sessions within their respective universities, colleges, and schools. The workshop comprises of fun, interactive online and offline exercises from the REDS events, which are highly relevant and immediately useful to both academics looking to develop their enterprise skills or educators looking to embed and enhance enterprise teaching within their courses. The workshop will also demonstrate how a series of workshops can create further teaching, learning and research collaborations, and further opportunities for researchers and postgraduates to take ideas developed in workshop sessions to create, innovate, and instigate change within the university setting.

#### References

Rae, D., Gee, S., & Moon, R. (2009) The role of an entrepreneurial learning team in creating an enterprise culture in a university, *Industry & Higher Education*, 23(3), 183-197