

Accessibility text to accompany infographic

Mapping Entrepreneurial Competencies

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Entrepreneurs

Individuals with experience in creating and running businesses across a variety of industries

[Graphic of person running upstairs with a briefcase]

Interviews

One-to-one semi-structured interviews to ascertain the sorts of competencies used to create and develop their businesses

[Graphic of two people conducting an interview online, via a PC screen]

Analysis

Coding the interview data using NVivo revealed patterns in the types of competencies entrepreneurs relied on most heavily

[Graphic of a bar-chart with a line-graph above it]

Literature Review

Collection and analysis of academic literature on entrepreneurship pedagogy and research with the focus on existing competence-based approaches

[Graphic of a pile of textbooks with a university graduation cap on top]

Student Survey

Collecting survey responses from current Enterprise students to uncover the most pertinent content in Enterprise Education

[Graphic of a check-list with ticks and crosses mounted on a clipboard]

University

Taught Enterprise curriculum content at UG and PG levels. An overview of the top 200 UK and

International University Enterprise curriculum offerings

[Graphic of a teacher presenting to three students]

Implications

By identifying the most significant Entrepreneurial competencies required to establish and succeed in business, we aim to map these competencies onto the offering of current academic institutions and put forward recommendations for improving Enterprise education offerings

[Graphic of office space with groups of people collaborating at or around desks]

[Leeds University Business School logo]