Learning by doing in Business Education

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What percentage of modules in a business school involves training/teaching in real world organisation?
What does business education entail?
Knowledge
Skills
Experiences
Source: Adapted from Neck, H.M. et al. (2014)
"soft" skills

Numerical Negotiation Group/team work

Presentation/communication Leadership

Working under pressure Problem solving

Conflict resolution Adaptability
Key components of the practice-based approach

Seminars

Flipped classroom teaching style
BUILD AND LAUNCH A STARTUP IN 54 HOURS
The Apprentice

Dragons Den

- £3000 – Judges’ cash prize
- £1000 – People’s choice cash prize
Teams will form around the pitched ideas, and are guided by mentors, where a working prototype or minimum viable product is developed and presented to a panel of esteemed judges.
Teams

UEA, NUA and CEE students
Local and national entrepreneurs
Local and national government representatives
Local and national entrepreneurs
Technology enthusiasts
Software developers
Academic staff at UEA
Company managers
50% Students
50% “Professionals”

63 Developers
20 Designers
33 Business/Non-Tech
Value Proposition – problem and solution

Business Model – How to fund the business?

Idea Validation – Do people and businesses want it?

Branding – what

User Experience – how does it work?

Prototype – build the product

Pitch – Final pitch
“soft” skills

Numerical
Negotiation
Group/team work
Presentation
/communication
Working under pressure
Conflict resolution
Adaptability
Leadership
Problem solving
Building your startup

8 hours sleep Zzzzzz...

Team Formation

One Minute Pitch

Thursday

Friday

Saturday

Tech Demo

Pitch your new business Startup
Actual Process

- Team Formation
- Building your startup
- Demo pit
- Final Pitch - 5 minutes
- Celebrate – The Last Pub Standing

Thursday
- One Minute Pitch
- 3 hours sleep... Zzzzzz...

Friday
- Building your startup
- 4 hours sleep... Zzzzzz...
- Hunger strikes

Saturday
- Pitch dry-run?? Yeh right!
- 3 hours sleep... Zzzzzz...
- I want my mummy

Sunday
- MAN OVER BOARD!!
- NO INTERNET!!!
- PIVOT PIVOT PIVOT!!!!
UEA
Innovation Management
students
—and process involved in the experience
Listening the rules of the competition
The one-minute Pitch
Voting for best ideas
One Minute Pitch
Winning Pitches
Wining Teams including students
1. 1Word – simplifying customer feedback
2. Bme4now – improving disabled access to public spaces
3. cotravel – share taxis, save money
4. Digs – social home share portal
5. Happy Home Hunters – finding the perfect home
6. MaiTime – pampering delivered
7. Mylib – the library in your pocket
8. Project Izanagi – locate more survivors in natural disasters
9. Team Awesome – first sports app for Apple Watch
10. Evercare – domestic care communication app
11. Trip Roulette – bringing back a true sense of adventure
13. Sox Suk – Gifts to Blow Your Socks Off!
14. RenTech - Making tech affordable
15. Prompto - Digital support for memory loss.
16. Menulicious – Finding the restaurant that’s right for you.
17. docdirect – Agentless NHS. Saving us £1,900 per minute
18. Finsabi – A delightful tactile way to structure your thoughts
19. Zap – instantly connect to the world around you.
21. Gorrillli – Free wifi on the tube
22. Zest – Interactive lectures are here!
23. Unfold – We create quality narratives around events as they unfold.
24. Teepee – Renting a house is as easy as ordering pizza
25. PROTO Norwich – A city of people ready to embrace your ideas.
26. Promptu – Learn songs your way
27. Tiny thank you - a tiny thank-you makes a massive difference
28. Strand – cutting edge fabrics
29. ItsBookd – We do the talking for you.
30. EchoFreight – if trucks could talk...
31. RoomHALO – The Guardian Angel
32. Prospect – Helping students & employers find the right match.
33. Hubl – explore your local planet
34. Webcite – fact checking for the next generation
35. Pantry – Bring Intelligence To The Table
36. Lecture Sense – making sense of student feedback
37. Hector Help – a safe place to chat
38. Social pocket - increasing social media influence through Instagram
39. Lonesafe – ensuring the safety of lone workers
40. Kindr – streamlining CSR for businesses by intelligently matching charities with employee values
41. Markit – find your fit
42. Fallback – to provide reactive care, when and where it is needed
43. Jolligood – the app to end loneliness
44. MEMJO – digital memory journal for dementia
45. Social stamp - give coffee loyalty points to the homeless
46. Footprint - take control of your digital presence
47. Unwind – an app to reduce stress and anxiety
48. Pubcrawlr – modernising pub crawls
49. ViaCab – bringing black cabs into the 21st century
Employability Prizes
Lintott Employability Prize – by Alfonso Avila-Merino
Why Sync the City type of events are urgently needed at UK HEI?

1. Student engagement in class
2. Student experience the creation of something creative/innovative without working for a company.
3. Platform for business creation and wealth
4. Preparation for the world of complex and complicated organisations
5. Face uncertainty and risk
6. To have an exposure to innovative business and how to transform “average businesses”
7. Contrast approaches learned in the classroom with a specific and localised reality
8. Line up a job immediately after completing the degree
Word cloud (20 words) considering all aspects related to Sync the City

Source: Avila-Merino (2019)
Reference

Thanks for your attention