

COMPARING ENTERPRISE EDUCATION PRACTICES IN HIGHER EDUCATION INSTITUTIONS FROM UK AND CHINA; THE CASE OF LANZHOU UNIVERSITY OF FINANCE AND ECONOMICS (LZUFE) AND LIVERPOOL JOHN MOORES UNIVERSITY (LJMU)

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Abstract:

The aim of this paper is to compare Enterprise Education Practices within two Universities, from two different continents, without taking in consideration cultural differences between student population. With Enterprise Education at the forefront of Governments, industries and policy makers around the world, Higher Education Institutions are pressurised to develop Entrepreneurial employable university graduates and high growth spin offs. This study highlights the diverse pedagogical approaches of Embedding Entrepreneurship and Enterprise Skills within two University curriculums in China and UK. Enterprise Education practices in UK Higher Education Institutions are well established and researched extensively. However, within Chinese Higher Education Institutions, the concept of Enterprise Education is fairly new. By comparing the different pedagogical methodologies adopted by each University, this study provided some interesting findings on the nature of Enterprise Education in China. All documented practices created new curricula with innovative approach on teaching and embedding Enterprise skills and Entrepreneurship across University population. Nevertheless, this paper only provided a comparison of the different methodologies adopted by two Universities to embed Entrepreneurship and Enterprise skills across their curriculum. Follow-up studies will present student perceptions on these pedagogical approaches focusing on Entrepreneurial intention and competency development.

Keywords: Enterprise and Entrepreneurship Education, Pedagogical practices, Higher Educational Institutions, China, UK