Australian Institute of Entrepreneurship (AIE)

The Australian Institute of Entrepreneurship (AIE), in Melbourne, is a registered Vocational Education and Training Enterprise since 2007. AIE is also a “Commonwealth Register of Institutions and Courses for Overseas Students” (CRICOS) provider and meet the standards required by the Federal and State Governments of Australia (www.aiemel.vic.edu.au).

AIE delivers award and non-award programs for students in business, human resource management and entrepreneurship

AIE’s Global Vision

AIE is dedicated to developing dynamic, commercial, ethical and socially responsible entrepreneurs through a holistic approach of global entrepreneurship program incorporating entrepreneurial way of thinking, training and building confidence for the future members of global society. The participants through a practical and hands-on approach to learning should be able to develop critical entrepreneurial behaviours and attitudes, gain necessary knowledge and skills, and are able to address everyday problems faced by Small and Medium Enterprises (SMEs).

AIE Mission Statement

To develop participants critical entrepreneurial behaviors qualities, knowledge, skills through more practical local and global participation.
Introduction

Kenniscentrum Hande NL published a report in 2008 stated that according to the Communication from the Commission “Implementing the Community Lisbon Programme: Implementing entrepreneurial mindsets through education and learning”, ENTREPRENEURSHIP is a key competence for growth, employment and personal fulfillment and is defined as “an individual's ability to turn ideas into action”. In line with this definition, entrepreneurship does not mean the “ability to set up a new business” but the ability to use a set of competence such as creativity, self-confidence, innovation and risk taking in order to transform ideas into action. It’s in fact more a question of “mindset” “behavioral and personal and social abilities/attitudes”.

South East European Centre for Entrepreneurial Learning (2011) published a report that there is widespread recognition the entrepreneurship is the driving force behind national economies and societies. Entrepreneurship brings benefits both at the society level and the individual level through personal satisfaction and achievement while so promoting sustainable and smart growth and development.

The Rae (2009) defines entrepreneurial learning process has the double connotation both of learning to behave in, as well as learning through, entrepreneurial ways. Learning should be relational, authentic, relevant, and useful and productivity shared.

European Commission published a report on entrepreneurship education: Enabling teachers as a critical success factor in (2011) and stated that entrepreneurship is difficult to teach through traditional teaching and learning practices in which the learner tends to be a more or less passive recipient. They require active, learner-centered pedagogues and learning activities that use practical learning opportunities from the real world.

Furthermore, it is argued that resulting from globalization, outsourcing and offshoring of businesses, and as per WTO, Asian regional agreements, the SMEs have become a catalyst for the economic, social and political growth globally. The OECD Guidelines for Multinational Enterprises covers the key areas of corporate social and environmental responsibility that have become critical for SMEs engaged in global business.

Entrepreneurship has transformed in today's hyper competitive global economy from a local to a global phenomenon. The purpose of this concept document for Professional Global Entrepreneurship Development is to illustrate the socio-economic benefits not only in developing an innovative and entrepreneurial mindset but also will be able to develop global mindset that can scan and interpret the world
from a broader perspective of discovering opportunities to achieve their personal and professional goals.

This initiative will not only provide participants a great deal of confidence in selecting and pursuing a career through identifying their passion, motivation and interest in a particular area of work but will also give them the opportunity to free themselves from being dependent on traditional jobs offered in the market. In doing so, these young minds will embark on making a significantly higher value base contribution to the socio-economic environment of their country in a rapidly changing world.

A study done by Inc. magazine and the National Business Incubator Association (NBIA) revealed that 80% of new businesses fail within the first five years. The ever-changing technological and global environment today demands innovative and highly skilled leaders, managers, and entrepreneurs at all levels of our society who are well equipped with practical skills in creativity, innovation and entrepreneurship, and are capable to solve problems, take initiative and lead change within their own spheres of influence.

Achieving this set of multiple objectives should ultimately result in an increase of successful entrepreneurial activity and a reduction in the costs associated with unsuccessful start-ups. Knowledge is now increasingly produced through addressing the problem directly. Using the practical entrepreneurial mode of learning should develop the young leaders who are more aware and confident in their personal as well as their professional lives as they progress through their careers and other economic activities.

From the critical arguments in the discussion above AIE has identified following needs in development of entrepreneurial skills to cater for the socio-economic challenges that are emerging in the fast changing global sphere.

There is need to develop a holistic, sustainable, industry participation, practical and experiential learning based professional global entrepreneurship development program that links various stakeholders from local to global level in today’s knowledge based societies. Development of this entrepreneurial talent and spirit will discover multiple opportunities. First, change in their critical entrepreneurial behaviors and qualities will accelerate the opportunity to become a successful entrepreneur. Second, the critical entrepreneurial employability skills will enhance the opportunity for employment in their professional life.

The AIE has developed a unique, holistic, and sustainable ‘Global Entrepreneurship Development Program’, with specific outcomes and based on continuous improvement.
We envisage six main stakeholders in this program:-

1. AIE;
2. University/ Higher education provider
3. Entrepreneurial Trainers
4. Students;
5. Society; and
6. Industry/SMEs.

This document highlights the Professional Global Entrepreneurship Development Program (SMEs) structure and the benefits to the different stakeholders.
The Professional Global Entrepreneurship Development Program (SMEs)

A holistic, sustainable, highly interactive, practical (learning by doing and using industry linkages) and researched based flexible (80 hours) curriculum in Professional Global Entrepreneurship Development (SMEs) is to be delivered to university undergraduates, post graduates and professionals from the corporate structure.

The PGEDP will be delivered by selected entrepreneurial trainers from public and private institutes that will be trained and certified by the AIE for the effective implementation of the program to realize its full quality and value.

Holistic and Global Entrepreneurship Program
### Professional Global Entrepreneurship Development Program (SMEs)

<table>
<thead>
<tr>
<th>Entrepreneurial Behaviours</th>
<th>The participants will learn and develop skills by practicing and observing successful entrepreneurial critical behaviors such as: Creativity and innovation, willingness to take risks, critical thinking, making the most of opportunities, being flexible to change, being ethical, self-aware and confident.</th>
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<tbody>
<tr>
<td>Entrepreneurial Qualities</td>
<td>The participants will learn and develop by practicing and observing successful entrepreneurial critical qualities such as: leadership, time management and working in teams.</td>
</tr>
<tr>
<td>Entrepreneurial Employability Skills</td>
<td>The participants will learn and develop hand on skills such as: Communication, business planning and management, analytical, problem solving and evaluation through participation in projects and reflection on outcomes.</td>
</tr>
<tr>
<td>Entrepreneurial Knowledge</td>
<td>The participants will develop knowledge in areas of: Entrepreneurship (business and social), global entrepreneurship, entrepreneurial behaviors and qualities, business planning/project management, problems faced in the industry, corporate, social and environmental responsibilities.</td>
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### Summary of Significant Learning Outcomes:

The participants should develop critical entrepreneurial behaviors, qualities, skills and knowledge to become a global business and/or social entrepreneur with confidence in their personal and professional life.

**Source:** AIE

### Critical Elements of the Program

1. A Holistic approach to Global Entrepreneurship Program covering business, social and environmental aspects.

2. Promote classroom based projects and activities to develop critical entrepreneurial behaviors.

3. Building partnerships through participation between Industry and institutions to achieve best possible outcomes through this program.

4. Promote global Entrepreneurship through networks and developing business/social plan.

5. Regular assessment of change in behaviors through classwork, project work, teachers/industry/international feedback.
Benefits to various stakeholders

Why the Australian Institute of Entrepreneurship (AIE)?

- AIE's global vision and mission concept: AIE's global vision of Global entrepreneurship development for SMEs is dedicated to developing more dynamic, business, ethical, social and environmental entrepreneurs by providing education and training in entrepreneurship education for primary, secondary and higher education students and professionals within corporate structures.

- Entrepreneurship Global Compliance Team (EGCT): Entrepreneurship education is not only to develop entrepreneurial way of thinking but it is also a way of training and building confidence. The EGCT can assist trainers and coordinators of entrepreneurship for professional global entrepreneurship development workshops to implement the program and continuously monitor the quality to ensure that the full significant value of the program is realized.

- AIE Membership: Discounted membership benefits will be available for all the stakeholders of the program such as school, higher educations, students, trainers, corporates and SMEs.

- AIE Global Network: Providing a platform and networking opportunities with other local and global AIE members (such as schools, higher educations. trainers, Corporate, Industry and Professional) for sharing knowledge and/or participating in various business and social projects.

- Problem Resolution: A one stop shop option for all the needs and problems related to introducing and implementing entrepreneurship culture into schools.

University

Entrepreneurial dynamic structural change: University can start the journey to make entrepreneurship education a reality and give participants a more "hands on" approach to learning.

Industry Linkages: Closer cooperation between education and industry can create the opportunity for sharing a common platform for participants and industry growth.

N.G.O Linkages: Access to financial initiatives from the public sector and NGO's to fund projects promoting commercial, social and environmental entrepreneurship projects.
Global Entrepreneurship: Participants can participate in various global entrepreneurship projects through networks of the stakeholders.

Global Significance: Entrepreneurship practical education at university level can be used as one of the critical factors to reduce poverty in the community as 90% of employment is generated by small business and 60% of GDP contributes come from small business in developed economies. University can contribute towards the world 2015 millennium poverty elevation program to “Eradicate Poverty”.

AIE Corporate Membership: Availability of discounted AIE corporate membership can provide a platform for local and global linkages with other institutions and industry.

Alumni: University will be able to successfully monitor the outcomes and success stories of their graduate’s and therefore would be able to attract more students and funding.

Community: The program will also assist schools to become more closely integrated with the community through community-based social (humanity and environmental) entrepreneurship projects.

**Entrepreneurial Trainers**

Entrepreneurial way of training: The trainers need to be trained in the more entrepreneurial mode of learning using practical and participation based learning, including leading by example by developing their own critical behaviors for their own learning and development.

Training Package: Training for effective implementation of the program, assessment methods, critical elements, industry engagement and professional global entrepreneurship development program for continuous improvements. Coordinator of Global Entrepreneurship program is also available for a holistic implementation approach and further development.

Global Networking: Trainers should be able to develop strong links with industry and other schools (locally and globally) for their personal and professional growth.

Trainers will have a more enriched sense of purpose through participation in projects with students for exploring opportunities in their personal and professional life.

Trainers will be eligible to achieve a statement of certified global professional trainer of AIE through workshops by video, local and global participation.
Students/ Professionals

The students/ Professionals are classified into the following three categories:-

University Students: students from multiple (business and non-business) background can get benefits from this program. This practical holistic program will not only help them to develop their critical entrepreneurial behaviors but also transform their local mindset to global mindset to discover and construct opportunities.

Entrepreneurs: Students who aspire to become entrepreneurs and have the potential to start their own business or join a family business and are looking for freedom from being dependent on traditional jobs.

Professionals: This holistic approach program can assist professionals to enhance their entrepreneurial behaviors, employability skills, ability to identify and to cope with the critical problems in the survival and growth of the organization.

These three categories of participants will all benefit from this program in different ways but the critical outcomes will be the same - that of building confidence in their personal and professional lives.

Higher Education: Firstly it will inspire students to have aspirations to pursue entrepreneurship as a possible career. Secondly, it will develop their critical entrepreneurial behaviors, employability skills and strong industry linkages which will increase their opportunities of employment during and after higher education completion.

Participants will be able to embrace society and the environment in a holistic and more responsible way.

Participants will be better prepared to develop code of ethics in their personal and professional life.

With the increased internal locus of control, proactive and flexible behaviors, students will embrace challenges with full motivation, confidence and learn from their failures.

With better communication and interpersonal skills, participants will be more confident to manage relationships at both personal and professional life.

Participants will be able to identify, analyze, and evaluate the opportunities in a more dynamic (business and social) spheres.

Participants will be able to identify, evaluate and manage risk more effectively and give confidence to take initiative in their future life.
Entrepreneurship is a practical skill. Participants “hands on” approach and addressing the critical problems directly during participation in the projects will give them high loop learning and enhance their ability to cope with the problems more effectively and confidently.

Participants will gradually not only develop high loop learning by participating in global entrepreneurship projects but also will be able to develop global mindset that can scan and interpret the world from a broader perspective of discovering opportunities to achieve their personal and professional goals.

Entrepreneurial way of building confidence: The participants will build their confidence due to the following critical elements;

- Holistic and sustainable concept approach program.

- Building their critical entrepreneurial behaviors and employability skills inside the class by more practical, observing, analytical, presentation, interactive, exercises/case studies, practicing and working in team.

- Learning by doing, experiential learning and addressing the real problems during participation of industry project outside the class.

Society

The first and foremost benefit is the emergence of the participants and future leaders who are highly capable and self-confident and who are focused on delivering significant value to their society and environment at the same time as building their own personal and professional future.

The Australian crime rate and corruption associated with poverty, unemployment and low levels of education attainment can be reduced by the introduction of this program.

The added value of the full realization of human potential and the resulting increased micro and macro benefits will help to reduce the pressures on welfare and thus taxation.

There will be an increase in female entrepreneurs which will increase the welfare of their family/households.

A dynamic and entrepreneurially trained participant who is well acquainted with the tools of managing risk may assist with developing new enterprises based on scientific and technological discoveries. Thus greater value and economic, social and environmental growth can be achieved.
Tangible and intangible support from NGOs promoting entrepreneurs for poverty alleviation etc.

More ethical and socially and environmentally responsible individuals in society.

**Industry (business and social)**

Linkages with industry will provide a platform for stakeholders such as academics, policy maker, students and experts to analyze and evaluate the critical problems and employability skills.

Linkages with industry (both commercial and social sector) will create opportunities for future apprenticeships and training programs which will increase the opportunities for employment of the skilled students.

Discounted membership for SMEs (businesses and social enterprises) participating in the Global Entrepreneurship Education Program for Schools, which will provide a platform for networking with local and international SMEs.

SMES will also be eligible to receive a report including recommendations of their critical issues.

Providing consultancy and recommendation workshops for Business and Social SME critical problems, supporting their survival and growth.

Providing a global platform for development business/ social projects opportunities with members.

Providing a global platform for building industry partners with brand images and marketing objectives.

Providing discounted PED programs for corporate (commercial and social (humanity and environmental) employees.

**Conclusion**

This program is designed with a vision to develop more holistic and successful entrepreneurs with entrepreneurial ways of thinking, training and building confidence. The concept of entrepreneurship embodies a community perspective and is not limited to the development of new businesses only, although it is argued that as a result of this program, and the continuous mentoring and involvement of the AIE, new and successful businesses may emerge.

The aim is to continuously ferment the idea and mindset of entrepreneurs amongst participant's through continuous mentoring and building their confidence, thus improving their personal and professional lives. The program should be able to integrate and unify the benefits to institutes, professional, students, industry (commercial and social enterprises) and the community at large.