



**Cultivating Entrepreneurial Learning:  
An Out-of-Classroom Approach**

**Knowledge Exchange Conference 2011  
3-3-4 Symposium**

**Dr. Alwin Wong**

6 December 2011



THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學  
75th ANNIVERSARY  
創舉 智慧 創造未來  
KNOWLEDGE AND APPLICATIONS  
FOR THE FUTURE

1



**Young People Today**  
Are...

- more informed due to digital interconnectivity
- more engaging on social issues
- more receptive to new and innovative ideas

**But they face ...**

- more dynamic (turbulent) changes in economic and social environments
- global competition; local barriers
- problems of applying traditional values to the new world



THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學  
75th ANNIVERSARY  
創舉 智慧 創造未來  
KNOWLEDGE AND APPLICATIONS  
FOR THE FUTURE

2



**Educating Youngster for the Future**

How to prepare youngsters for the increasingly challenging world ?

- **Out-of-Classroom** approach
- To groom **creative** and **socially responsible entrepreneurial leaders** of tomorrow.

**“Do Well Do Good” Entrepreneurship**



THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學  
75th ANNIVERSARY  
創舉 智慧 創造未來  
KNOWLEDGE AND APPLICATIONS  
FOR THE FUTURE

3



**University Entrepreneurship Programs**

**US:**

- Arizona State University – *The Performing Arts Venture Experience*
- Babson College - *Foundation Management Experience (FME)*
- Georgia Institute of Technology – *The InventurePrize and Flashpoint*
- University of North Carolina (Chapel Hill) – *Launching the Venture, Carolina Challenge*
- Washington University (St. Louis) – *Student Owned Business Program*
- Kauffman Foundation – *Kauffman Campus*: funded \$48 million to 19 universities for Entrepreneurship Education

Source:  
 \*Babson College website ([www.babson.edu](http://www.babson.edu))  
 \*Georgia Institute of Technology website (<https://inventurprize.gatech.edu/> & <http://flashpoint.gatech.edu/>)  
 \*“Entrepreneurship in American Higher Education” – Kauffman Foundation



THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學  
75th ANNIVERSARY  
創舉 智慧 創造未來  
KNOWLEDGE AND APPLICATIONS  
FOR THE FUTURE

4



### University Entrepreneurship Programs

**China:**

- Ministry of Education: Advocating Innovation and Entrepreneurial (I&E) Education
  - **Practice** as an extension to Education (实践作为创新创业教育的延伸)
  - **Incubation** of students' entrepreneurial projects (孵化大学生自主创业)
  - **Infra/superstructures** for entrepreneurial practice (全面建设创业基地)
  - **Entrepreneurial support services** (提供多种形式的创业扶持)

Source: “关于大力推进高等学校创新创业教育和大学生自主创业工作的意见 - 教办[2010]3号” by Ministry of Education, 4 May 2010


5



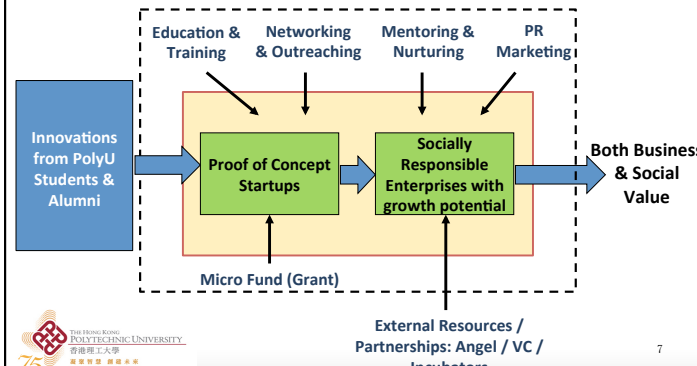
### Entrepreneurial Leadership x Social Responsibility



**Global Competition**      **Sustainable Society**  
**Hands-on Entrepreneurial Practice**      **Out-of-Classroom Learning**  
**Local Relevance**      **Resources & Network Mentoring, Networks, \$\$\$**      **Social Responsibility**




### The Hong Kong Polytechnic University Approach



**Innovations from PolyU Students & Alumni** → **Proof of Concept Startups** → **Socially Responsible Enterprises with growth potential** → **Both Business & Social Value**

Education & Training, Networking & Outreach, Mentoring & Nurturing, PR Marketing  
 Micro Fund (Grant)  
 External Resources / Partnerships: Angel / VC / Incubators



7



### PolyU Micro Fund

**Objectives:**

- To cultivate innovative and entrepreneurial ambiance
- To nurture youngsters with “Do well and Do good” entrepreneurship” through hands on experience
- To facilitate knowledge transfer beyond conventional modes of licensing and consultancy



8

KNOWLEDGE EXCHANGE CONFERENCE 3+3+4 Symposia

### PolyU Micro Fund

- **Entrepreneurial Experience** for students and young graduates
- Complementary to conventional classroom-based learning
- Format:
  - **Innovation Stream:** innovative project ideas from students
  - **Entrepreneurship Stream:** innovative yet feasible business propositions



THE HONG KONG POLYTECHNIC UNIVERSITY  
香港理工大學

9

KNOWLEDGE EXCHANGE CONFERENCE 3+3+4 Symposia

### Entrepreneurial Experience

- Putting Business Ideas into practice with Seed Fund
- Participating in the awarded Innovative Projects




THE HONG KONG POLYTECHNIC UNIVERSITY  
香港理工大學

10

KNOWLEDGE EXCHANGE CONFERENCE 3+3+4 Symposia

### Out-of-Classroom Learning

#### Entrepreneurs Sharing, Workshops & Visits

- Strategic & Business Planning
- Online Business & Marketing
- Pitching for Funding
- Entrepreneurship Enrichment Series (*Entrepreneurship Basics, Company Formation, Contract, Employment, Accounting, etc.*)






THE HONG KONG POLYTECHNIC UNIVERSITY  
香港理工大學

11

KNOWLEDGE EXCHANGE CONFERENCE 3+3+4 Symposia

### Out-of-Classroom Learning

- **Study Mission**
  - Universities Incubators
  - Knowledge & Innovation Community (KIC)
  - Local Creative Communities
- **Action Learning**
  - Guided Tour and Visits
  - Sharing Talks and Presentations
  - Exchange Sessions with Young Entrepreneurs
  - Networking





THE HONG KONG POLYTECHNIC UNIVERSITY  
香港理工大學

12



### Resources & Network


- Seed Funding (as leverage)
- Pre-incubation support (Mentoring & Networking)
- Infrastructural Support







13



### Values and Benefits

- **Education Value**
  - Entrepreneurship Learning
  - Hands-on Practice
  - A chance to **Start**
  - A chance to line up **Entrepreneurial Pursuit to Attitudes of Life**
- **Social Value**
  - Induce **“Do well and Do good”** culture in the society
  - Nurture **entrepreneurial and socially responsible young citizens**
  - Create **employment opportunities** for young people



14



### Scale and Outcome

For 2011:

- 350 students and alumni participated;
- 30 Innovation & Entrepreneurship projects awarded

Challenges ahead:

- Scalability and Sustainability in Hong Kong /regional Context



15



## Thank you



16