Universities and Industry

- Entrepreneurship
  - Henley’s first courses in 1980s
  - Need to marry academic and very applied work

- Professional certification
  - Beware devaluing academic content

- Embed relevant content
  - Not just in specific modules

- Relevant research
  - UK Research Impact

- Executive Education
  - For local and international organizations
Entrepreneurship

• “Students are overwhelmingly ignorant of business and unprepared for the workplace”
  o business planning, strategy formulation, market research, finance, teamwork and human resource management.

• Entrepreneurship education
  o students acquire such knowledge by simulating a start-up
  o This is about implementation not invention

• To succeed this needs
  o Entrepreneurs to run the programme
  o Space and expertise
  o Industry interest
Henley Centre for Entrepreneurship

- A science student, Tim B designed new sports clothing to reflect heat given off during exercise back to the body to enhance athletic performance.

- With support of HCfE, he
  - patented his innovations
  - has produced high quality market research
  - developed business plan and revenue model
  - Negotiated with investors

- Kymira is the UK’s fastest growing start-up in the sportswear market

- Multi millionaire before his 25th birthday
Relevant Applied Research

- Henley Centre for Entrepreneurship (HCfE)
  - Community of Practice for local and national entrepreneurs

- Centre for Euro-Asian Studies
  - Applied research

- ICMA Centre
  - Financial Markets and Regulation

- Henley Centre for Customer Management
  - “How to be a good customer”

- Henley Centre for Coaching
  - A vital part of modern business
Centre for Euro-Asian Studies

- Founded 1996
- Mission
  - The specifics of transition in Euro-Asia
  - Post-transition challenges
  - Energy security and renewable energy
  - Lifting the "natural resource curse"
- Working with
  - Department for International Development; European Bank for Reconstruction and Development; World Bank; United Nations; IMF; World Bank; European Commission; Burren Energy.
  - Here to initiate collaboration with KBTU
Engaging Business

It is what good Business Schools do

It is why the best ones were established