

Engaging with business



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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”
 - business planning, strategy formulation, market research, finance, teamwork and human resource management.
- Entrepreneurship education
 - students acquire such knowledge by simulating a start-up
 - This is about implementation not invention
- To succeed this needs
 - Entrepreneurs to run the programme
 - Space and expertise
 - Industry interest

Henley Centre for Entrepreneurship

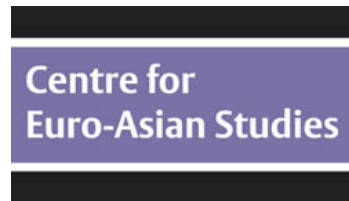
- A science student, Tim B designed new sports clothing to reflect heat given off during exercise back to the body to enhance athletic performance.
- With support of HCfE, he
 - patented his innovations
 - has produced high quality market research
 - developed business plan and revenue model
 - Negotiated with investors
- Kymira is the UK's fastest growing start-up in the sportswear market
- Multi millionaire before his 25th birthday



Professional Connections



Relevant Applied Research



The Henley Centre for Customer Management



- 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



Centre for
Euro-Asian Studies

Engaging Business

It is what good Business Schools do

It is why the best ones were established

