

IOEE Centre of Excellence, The Royal Agricultural University

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In March of last year we were thrilled to announce RAU as the latest organisation to join our ever growing list of IOEE Centres of Excellence, both within the UK and Internationally. Just a number of weeks ago we sat down with Matthew Draycott, a Lecturer in Entrepreneurship and Marketing at RAU, Matthew is also a course leader for three of the under-graduate degree programmes:

- BSc (Hons) International Business Management — <https://www.rau.ac.uk/ug-ibm>
- BSc (Hons) Agri-Food Business Management — <https://www.rau.ac.uk/ug-afbm>
- BSc (Hons) Rural Entrepreneurship and Enterprise — <https://www.rau.ac.uk/ug-ree>

We discussed what Matthew's role was within the University and how he became involved in Entrepreneurship education.

“I joined the RAU in September 2019, prior to that I had been teaching at the University of Buckingham delivering parts of their BBE enterprise programme. I've had a varied career which has included periods running companies and charities, teaching, researching and managing economic regeneration programmes.

My first formal enterprise education role was over a decade ago in 2007 when I joined the e-factor, a Local Enterprise Growth Initiative funded business in Grimsby. I worked there for two years as the Early Enterprise Manager leading youth enterprise activities across 17 schools and colleges across the region.”

It's clear to see that Matthew has a wealth of experience within the Enterprise & Entrepreneurship sector as well as first-hand experience of running businesses. We asked Matthew having been at the University for almost a year now how does RAU ensure enterprise is embedded within the curriculum and how is this delivered? As well as how do RAU measure the success & impact of having enterprise embedded.

“At the RAU enterprise education is at the heart of everything we do, whether it's activities and approaches embedded into our curriculum, or our award winner extra curricula programme, we view these activities as fundamental to supporting our students so that they become the next generation of entrepreneurial leaders.

This means that we focus on developing graduates who have the skills, knowledge and attitudes to create and grow a wide range of ventures, generating value for themselves and their communities. This work takes a number of forms including cross cutting modules and

a range of extra curricula courses, competitions and business development services.

We focus on this because we recognise that in an ever more turbulent global economy, the next generation of leaders will need to be resilient and adaptable to deal with the changes ahead of them.

We measure the impact of this work by constantly reviewing our graduate outcomes data, student satisfaction responses, and collecting our own internal metrics so that we can ensure we are delivering the most engaging and relevant activities for our students."

We asked Matthew, with Enterprise being so deeply engrained within the University, what were some of the reasons the University found it important to gain IOEE Accreditation? And how did the University find this process?

"We felt that it was important for students on our undergraduate programmes to be able to recognise and evidence their entrepreneurial development in much the same way as they are able to evidence the development of

their leadership skills through our other dual accreditation with the CMI.

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And finally, to finish off our conversation, we asked Matthew how exactly students encouraged to be entrepreneurial and why this is so important.

"We encourage students to be entrepreneurial in word and deed; forward thinking, action orientated individuals who will seize the opportunities offered by a rapidly changing global economy to innovate products and services, creating value for themselves and their communities."

To find out more about how your organisation can benefit from Centre of Excellence or Academy status go to <http://ioee.uk/training-providers-and-fe>

