Entrepreneurship in English Literature:
a pedagogical rationale and a plan

Dr. Andrea Macrae
Principal Lecturer, English Literature programme

OXFORD BROOKES UNIVERSITY

Current Work Placement module





Current Work Placement module

the story museum

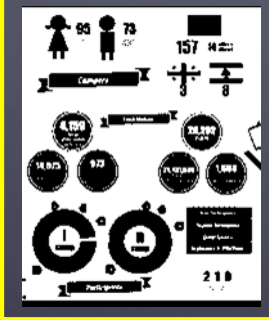
NIGHTSHIFT
OXFORD'S MUSIC ONLINE

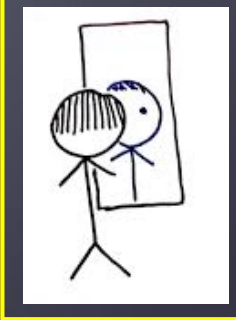
CHENEY SCHOOL
Think for yourself, act for others

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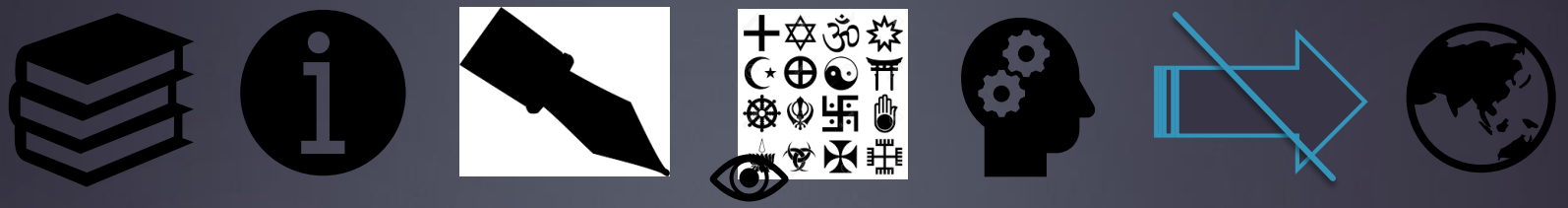




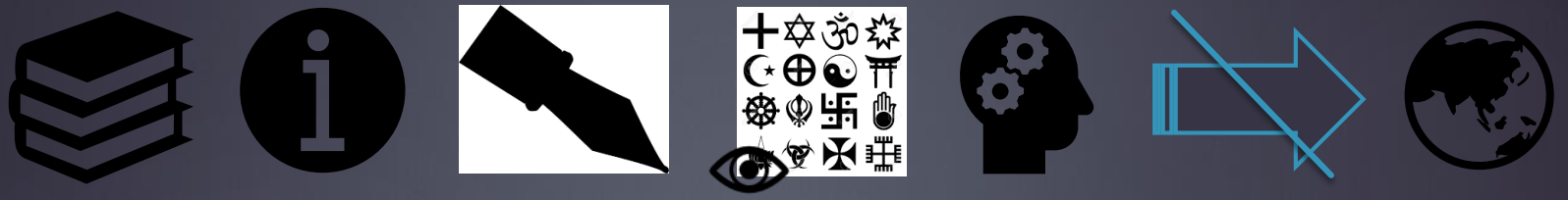


online blogging and peer-support wiki activities

Value of entrepreneurial skills for English graduates



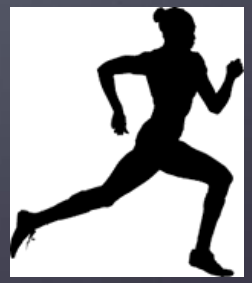
Value of entrepreneurial skills for English graduates













And for those interested in skills, but not a placement

- Part-time work
- Mature students
- Caring responsibilities
- Additional needs and special circumstances

Work Placement and Graduate Skills module – Jan 2020+

the story museum

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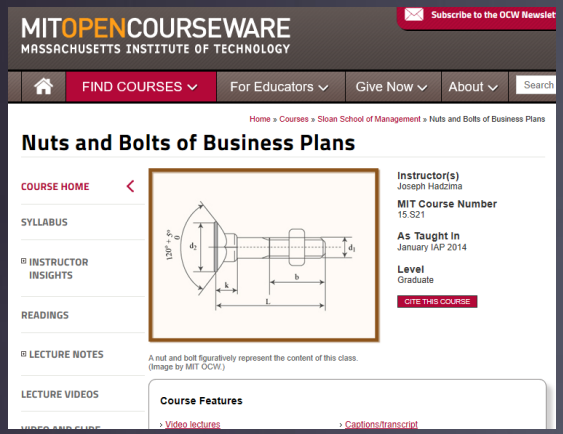


PRG
Prison Reading Groups

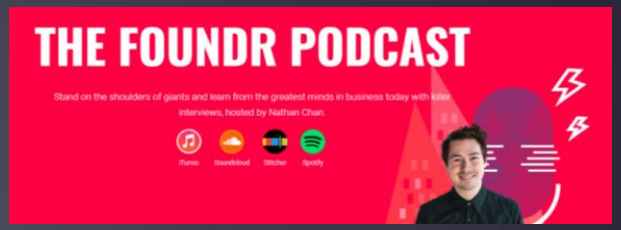
Podcast

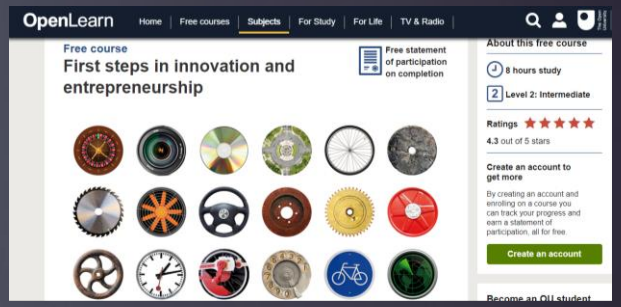
Tutor training resources

U14673 Enterprise Skills for Life Scientists, OBU
U08872 Media Entrepreneurship, OBU

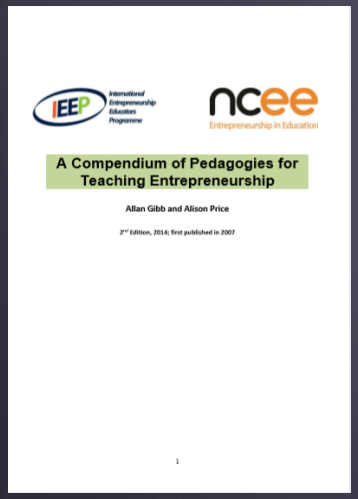


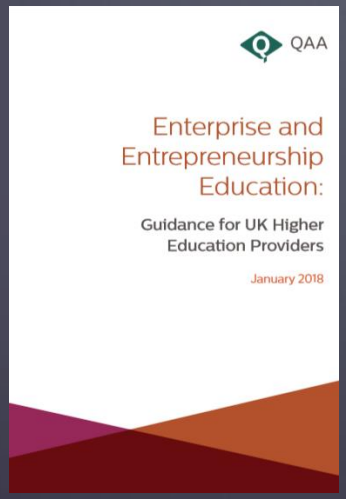












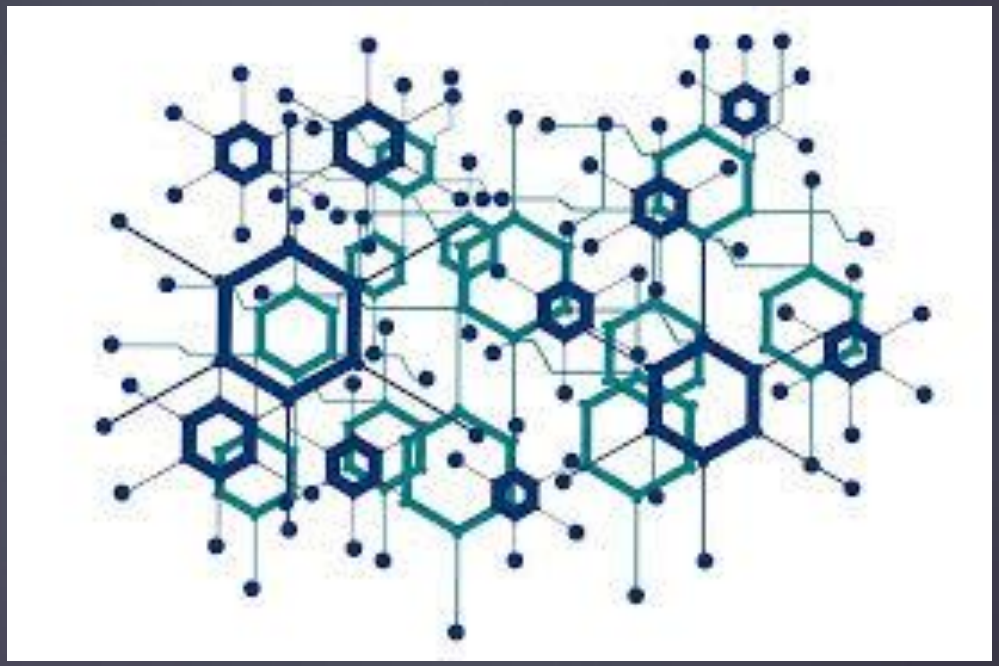




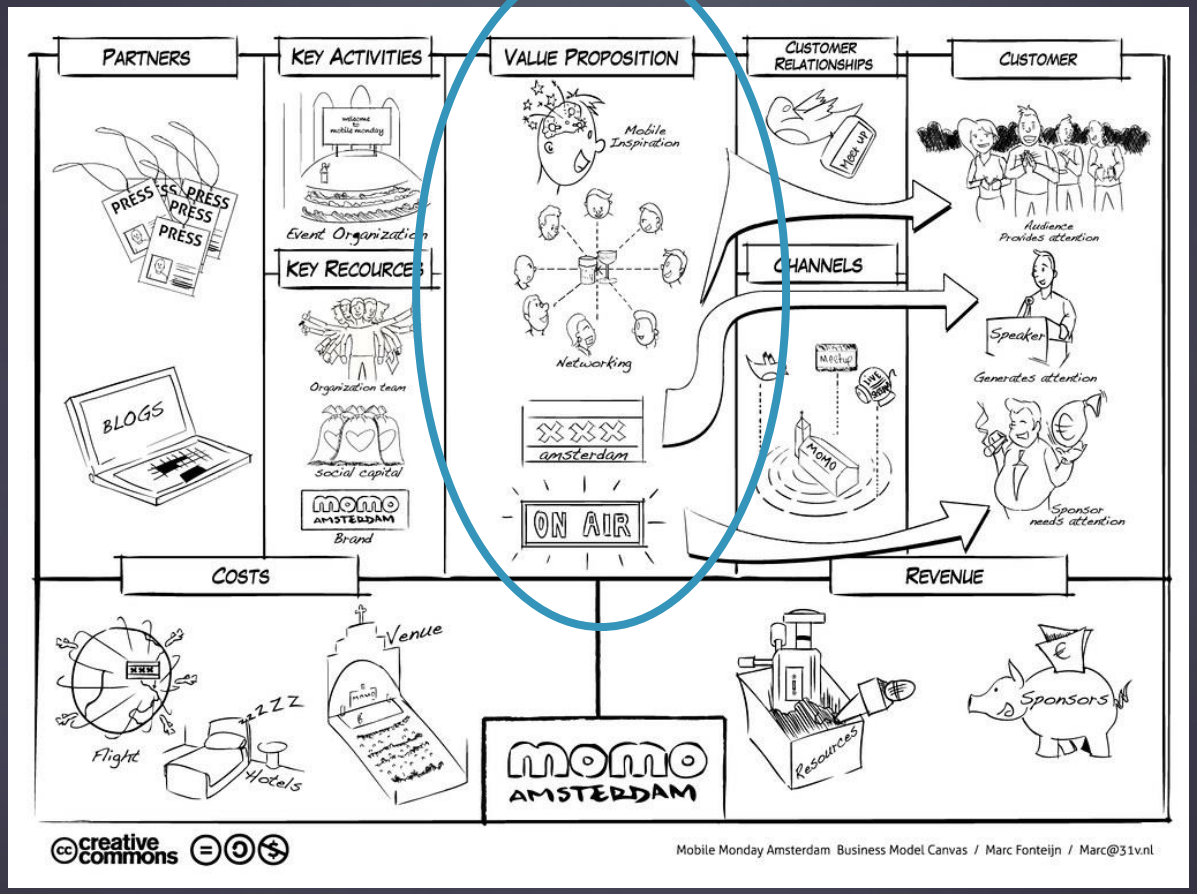
Workshop 1:
Intro to Enterprise



Workshop 2: Intro to Idea Generation



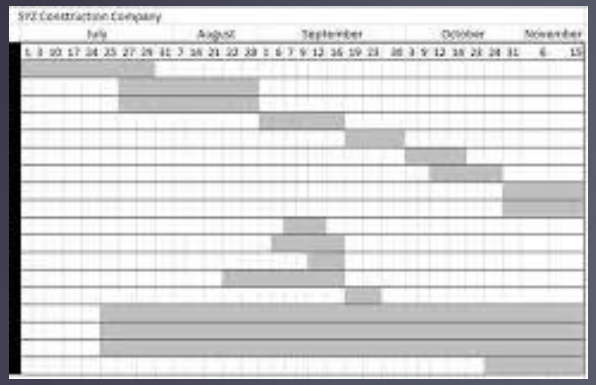
Workshop 3: Intro to Business Model Canvas, pt 1



Workshop 4: Teamwork and Collaboration



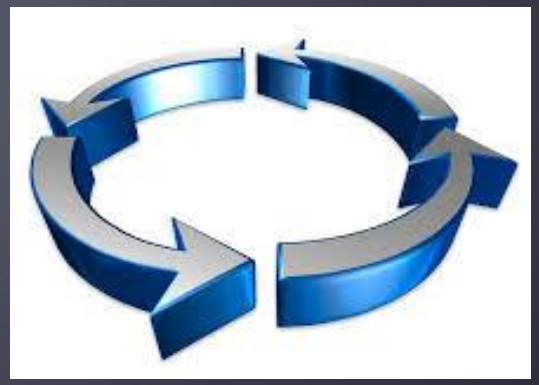
Workshop 5: Intro to Project Management



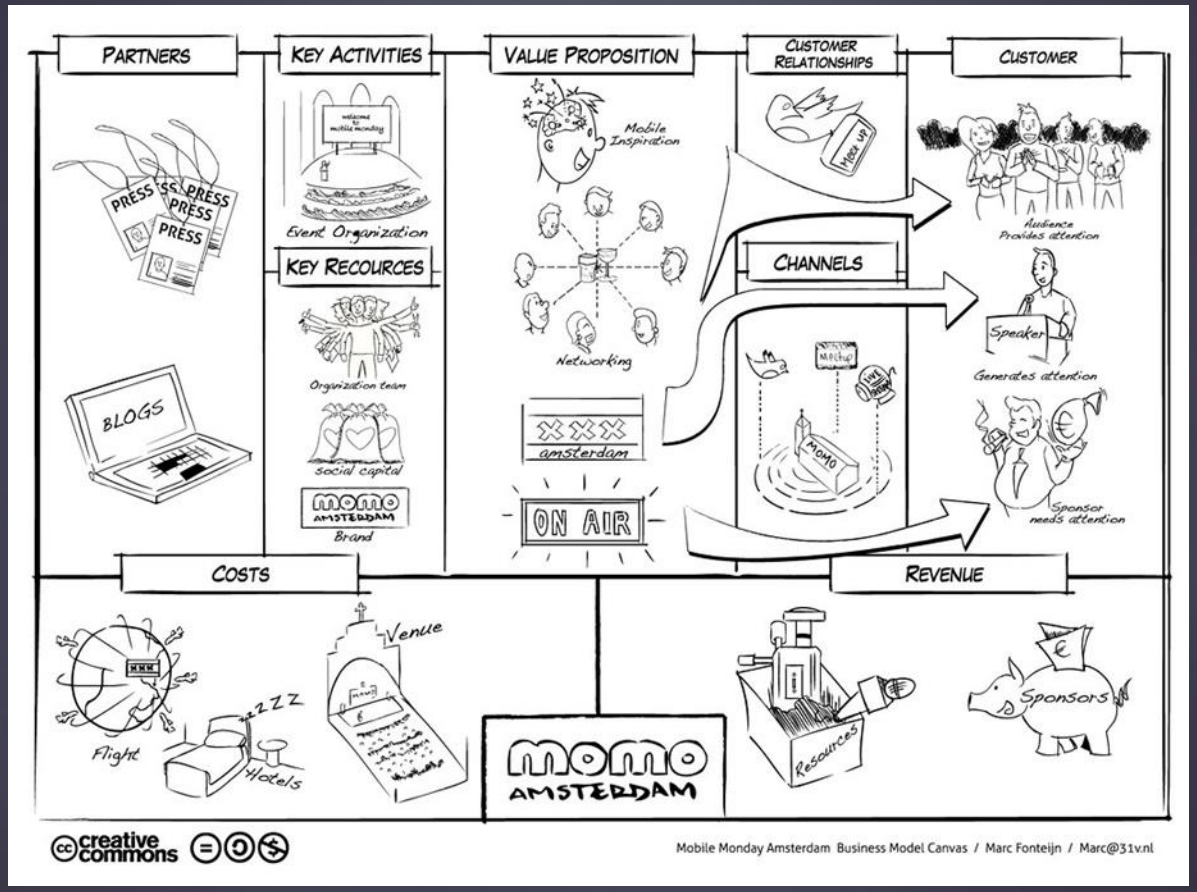




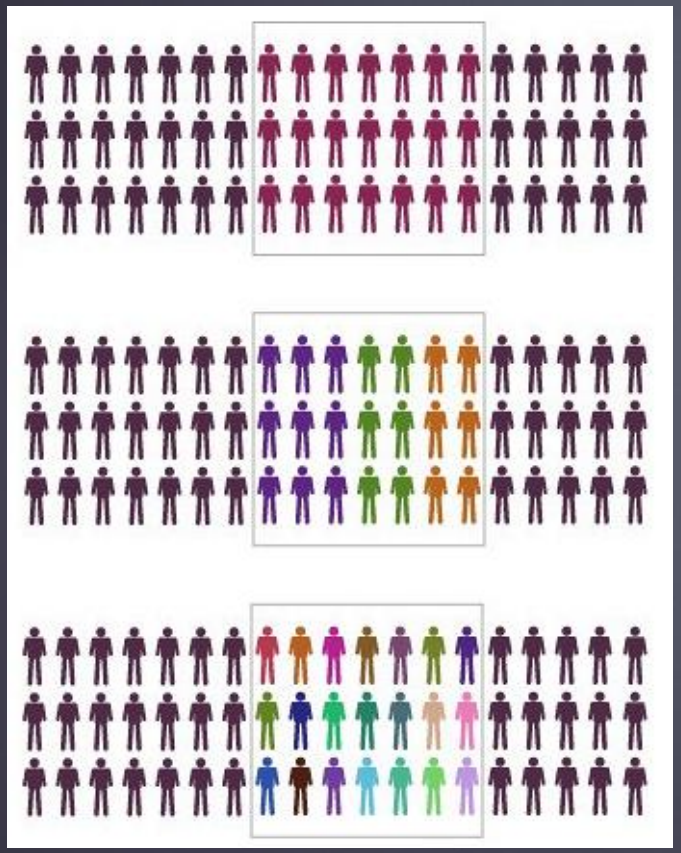


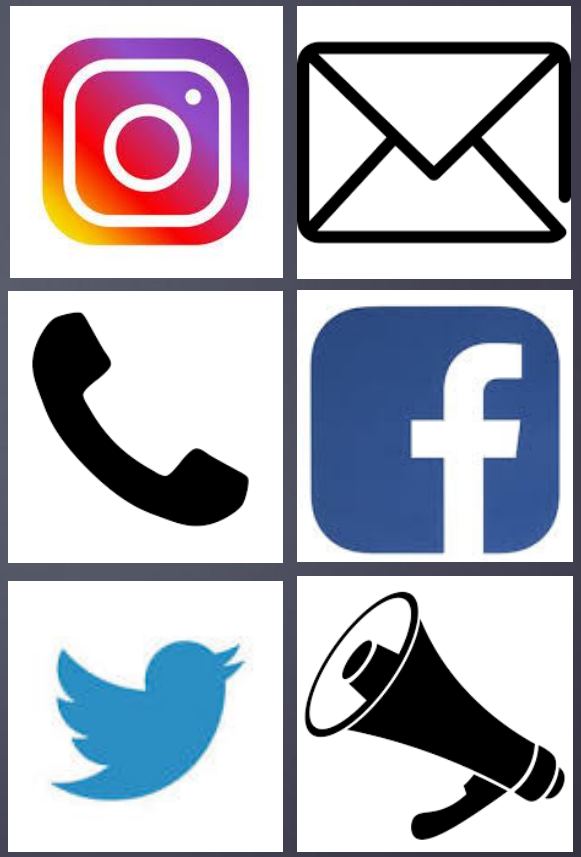


Workshop 6: Intro to Business Model Canvas, pt 2

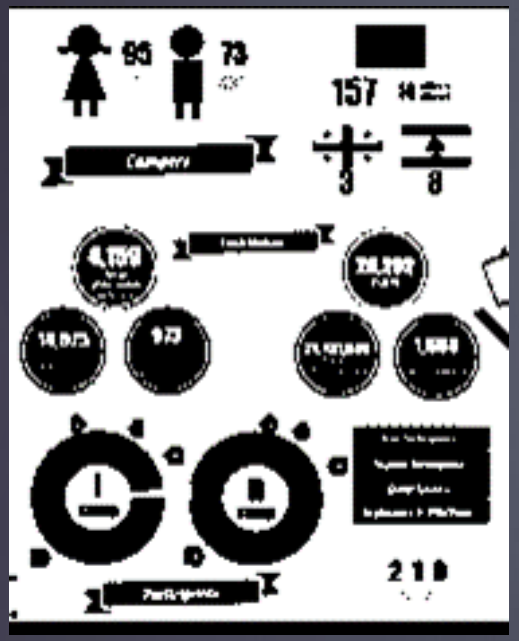


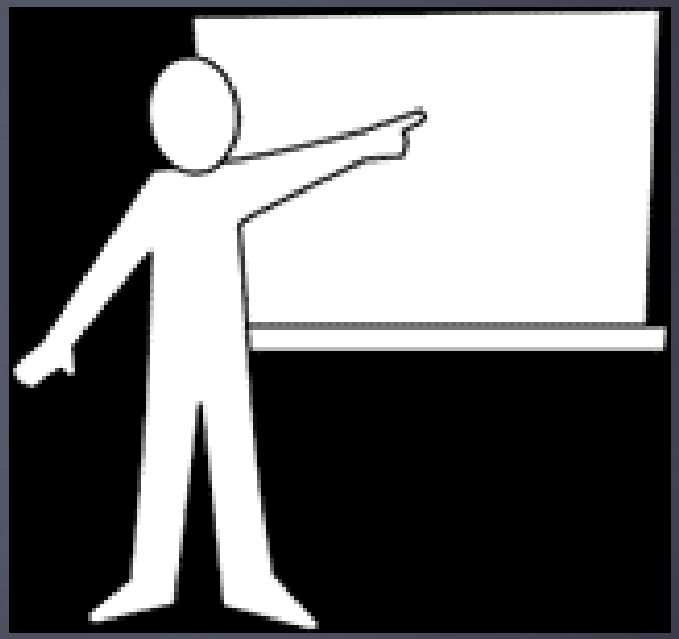
Workshop 7: Intro to Marketing and Comms



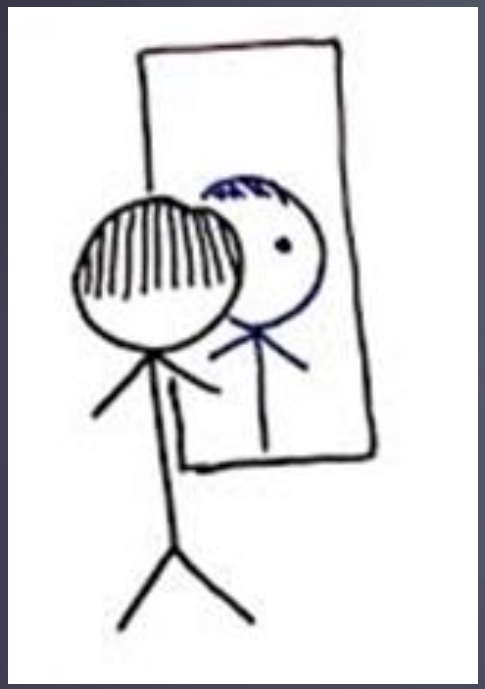


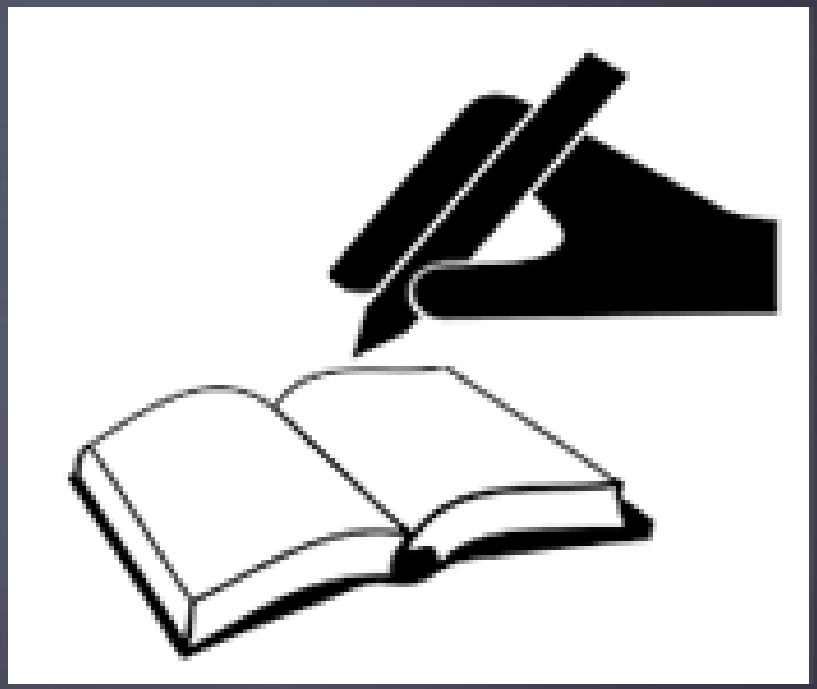
Workshop 8: Intro to Multimodal Presentations





Workshop 9: Intro to Self-reflexive Writing





Supporting Resources

OXFORD BROOKES UNIVERSITY Moodle



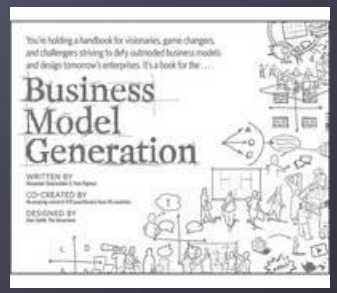




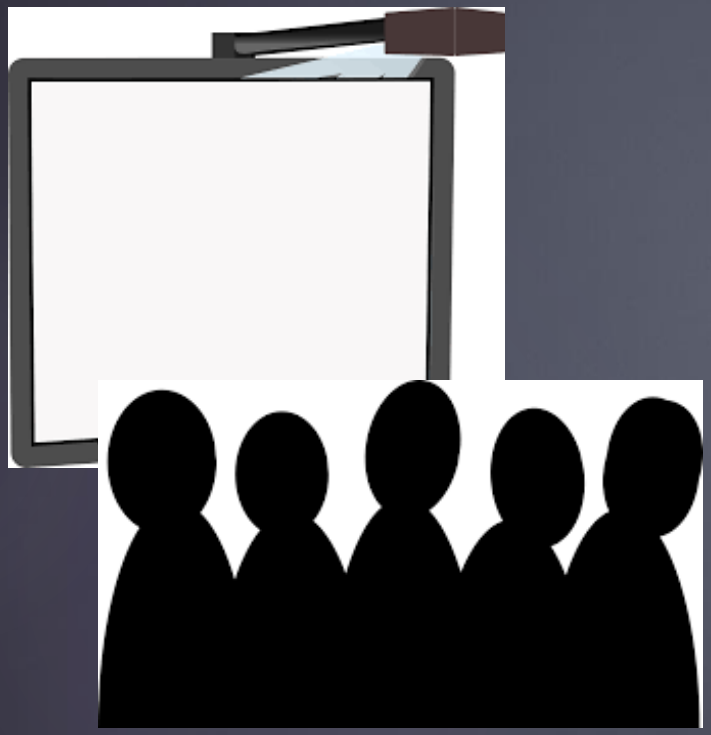


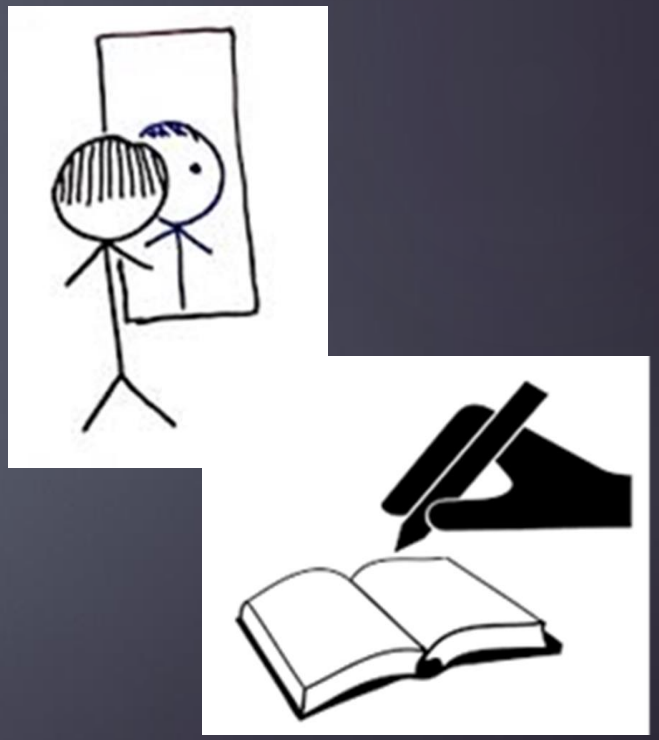




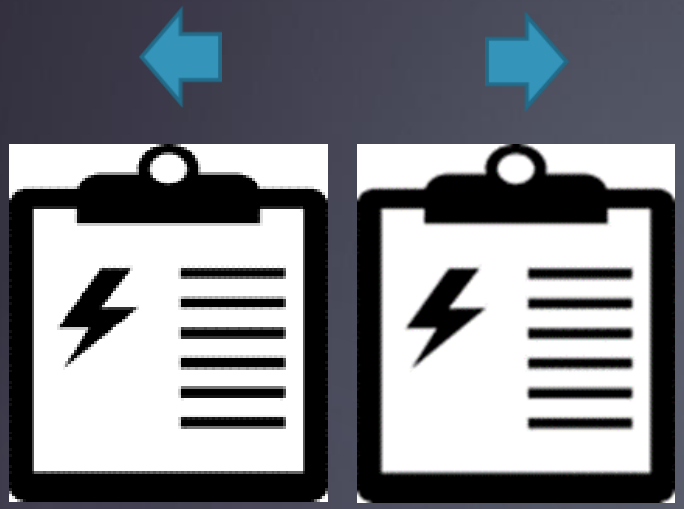


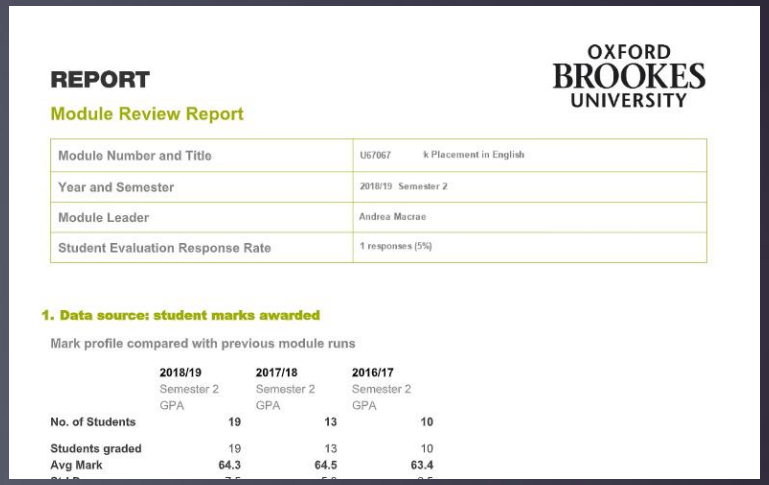
Assessment Design





Course Evaluation Method





REPORT

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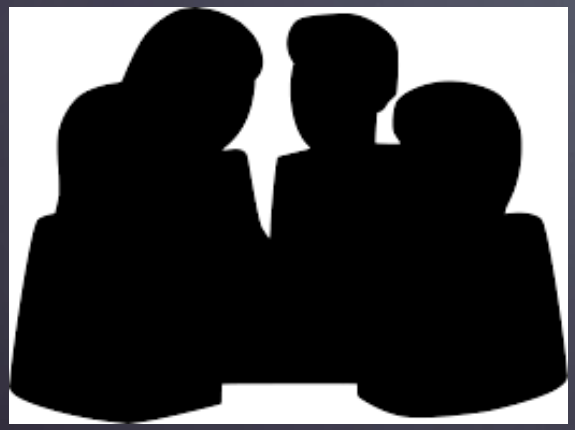
Module Review Report

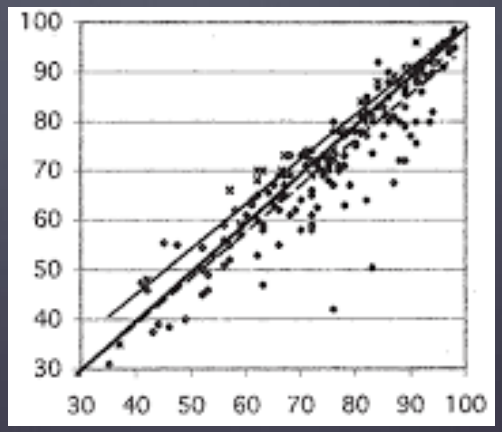
Module Number and Title	U67067 k Placement in English
Year and Semester	2018/19 Semester 2
Module Leader	Andrea Macrae
Student Evaluation Response Rate	1 responses (5%)

1. Data source: student marks awarded

Mark profile compared with previous module runs

	2018/19 Semester 2 GPA	2017/18 Semester 2 GPA	2016/17 Semester 2 GPA
No. of Students	19	13	10
Students graded	19	13	10
Avg Mark	64.3	64.5	63.4







Share practice?

andrea.macrae@brookes.ac.uk

Key references

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Scott, J. et al. (2016) 'A critical perspective on learning outcomes and the effectiveness of experiential approaches in entrepreneurship education: Do we innovate or implement?' *Education and Training*, 58 (1). pp. 82-93.