



Northumbria
University
NEWCASTLE

Newcastle
London
Amsterdam



Amsterdam University
of Applied Sciences

Pilot Project Fenix

Fenix (NL) – Phoenix (UK)

Vicarious Learning about Business Closure/Failure

NU/AUAS

Sharing Research Collaboration Experience 2020

1.1 Pilot Project Fenix: Team



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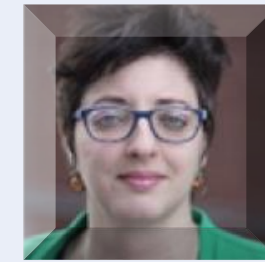
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Content of our session

1. Introduction to Fenix at AUAS
2. Pilot Objectives and Results
3. Details - What we did
4. Video
5. Impact and Scaling Up



Curious students

Students take part in the module and submit an assignment.



Entrepreneurs

Entrepreneurs share their story of business closure and share lessons from their experiences



Teaching practices

Learning from AUAS work provides a good starting point

Adaptation at NU is a big step to internationalization of the project

1.2 Project Fenix at AUAS: Research and Teaching Methodology. Best Practice

2. PILOT OBJECTIVES AND RESULTS



Pilot Objectives

- Transfer research and teaching best practice developed by AUAS to NU:
 - Share teaching and assignment methodology, includes interview training and interview questions
 - Implement innovative assignment structure at NU, using closure module on EBM
 - Share research methodology to capture data, using students as researchers
- Analyse data on entrepreneurial failure/business closure, develop a dataset, draft research paper
- Based on the results of the pilot, develop a plan to continue Fenix at NU

Results/Deliverables:

- Adopted by 3rd Year Module on EBM programme
- 100% EBM/NU student participation
- Dataset with 13 stories and 13 student reflections about lessons learnt
- Draft paper (in progress)
- Video with students sharing their learnings from interviews and how they applied lessons to their own situations
- Scale up plan

3. Pilot Project Fenix: Timeline



May 2019



End 2019 –
Begin 2020



March 2020



June-July 2020



July 2020

COVID-19 UK/Netherlands Lockdown

Meeting

Introduction and initial discussions

Planning

Module Specs Reviewed

Dec 2019 – NU formally approved Module Assignment Change

April 2020 – Awarded £5k Pump Priming Grant

Student Journey

Jan-May 2020 – Module run in Semester 2

Feb – Student Interview Training, AUAS research team as guests

26 March – Interviews Due

23 April – Reflections Due

Analysis

Hired RA

3 June – RA started

Tested AUAS collaborative secure research environment

Results

Project Video

Dataset of 13 stories of business failure/closure and 13 student reflections about lessons learnt

6 themes of analysis

4. WHAT WE DID - DETAILS



NU Tasks

Teaching:

- Module assignment changes: modified assignment using AUAS methodology. Sought NU ethics approval to carry out research. Sought NU approval from a Scrutiny committee to change assignments. Student consultation.
- Assignment marking: extra resource to mark 4-part assignment.
- Student interview training: in addition to detailed interview guide, adopted from AUAS, invited entrepreneur with business failure experience to the module session to tell his story, but, most importantly, allow students to ask interview questions from the guide. Additionally, had a Q&A session with AUAS research team discussing student interview experiences at AUAS and FAQs.

Researching:

- Learning AUAS methodology
- Piloting AUAS secure research environment for research collaboration



AUAS Tasks

Teaching:

- Transferred Module assignment methodology: translated student interview guide, shared structure and format of files required.
- Assignment marking: shared approach to marking interview recordings and transcripts.
- Student interview training: participated over skype in student interview training.

Researching:

- Led the research part of the project by transferring the methodology, incl. coding books for the anonimisation process and the initial codings
- Translate interview guides and additional material to English
- Trained RA
- Provided the Virtual platform with the necessary software (Maxqda) as pilot project

5. VIDEO



5. IMPACT AND SCALE UP



Disseminate

Research presentations to NU (iNCITE) and AUAS colleagues



Organizer of virtual PDW by the European Council for Small Business and Entrepreneurship (ECSB) - 10 Feb 2021

Student event 3 Nov 2020 (c.50 EBM students)

Working Paper for 3E Conference 2021

NU: Continue and Scale up

The pilot went well (evident student learning and non-onerous extra admin to mark assignments, RA is required to prepare the dataset)

Next year – module will have the same assignment to continue

Assignment to be proposed in new module on Business Closure, as part of new suite of NU undergraduate programmes, due to launch 2022

Exploring opportunities to include North East 4 Universities in the assignment to create regional dataset of entrepreneurial stories of failure/closure

Exploring opportunities to include other Entrepreneurship degrees using the same 'learning by doing' methodology

Funding

NU Internal application – intention to apply British Academy Small Grant, Sep 2020