



OECD Higher Education Programme
“What Works” Conference:
Entrepreneurship and Higher Education

In collaboration with
NCEE/Universities UK delegation and
Aalto University

20-21 November 2014

PROGRAMME

For further information or assistance please contact:

Accommodation and logistical information

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Speakers and programme

Ms. Emily Groves

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Thursday, 20 November

Otaniemi Campus, Open Innovation House

Address: Otaniementie 19-21, Espoo

Day 1	Location
8:30 Participants check in	Lobby, Open Innovation House (OIH)
9:00 Welcome <ul style="list-style-type: none"> Tuula Teeri, President, Aalto University Anna Glass, OECD Higher Education Programme (IMHE) 	Seminar Hall, (OIH)
9:15 Research and Education with Impact <ul style="list-style-type: none"> Tuija Pulkkinen, Vice President Research and Innovation, Aalto University Introduction to Student Entrepreneurship Activity <ul style="list-style-type: none"> Erika Noponen, Program Manager, Startup Life Internship Discussion: Characteristics of Student Entrepreneurship: Key Success Factors, etc.	
10:15 Coffee break hosted by Aalto University	
10:30 Workshop: Entrepreneurial leadership – the challenge for universities <ul style="list-style-type: none"> Paul Coyle, UK's National Centre for Entrepreneurship in Education 	
11:30 Introduction to International Design Business Management programme IDBM <ul style="list-style-type: none"> Mikko Koria, Programme Director, IDBM Introduction to Design Factory <ul style="list-style-type: none"> Kalevi Ekman, Director, Design Factory 	
12:30 Lunch hosted by Aalto University	OIH
13:30 Introduction to EIT ICT Labs <ul style="list-style-type: none"> Marko Turpeinen, Director, EIT ICT Labs Helsinki 	Seminar Hall, OIH
14:00 Session 1: Teaching entrepreneurship 3 Groups Themes and speakers: <i>Developing curriculum for teaching entrepreneurship</i> <ul style="list-style-type: none"> Attila Pausits, Head of the Centre for Educational Management and Higher Education Development, Danube University Krems, Austria Liz Shutt, Head of Policy, University Alliance, UK 	Seminar Hall, AppCampus premises



Day 1	Location
<p><i>Courses and programmes: how we teach entrepreneurship</i></p> <ul style="list-style-type: none"> • Tapio Siik, Head, Aalto Center for Entrepreneurship, Aalto University, Finland • Andres Kuusik, Centre of Entrepreneurship and Innovation, University of Tartu, Estonia <p><i>Teaching failure as impetus for success</i></p> <ul style="list-style-type: none"> • Rohan Workman, Manager, Melbourne Accelerator Program, The University of Melbourne, Australia • Eric Zimmerman, Director of Research Office & Global Engagement, Interdisciplinary Center Herzliya, Israel 	
<p>15:00 Coffee break hosted by Aalto University <i>Optional: tour of EIT ICT premises</i></p>	
<p>15:30 Creating shared value – Case HealthSPA – the grassroots eco-system for health & happiness start-ups</p> <ul style="list-style-type: none"> • Christian Lindholm, co-founder HealthSPA 	<p>Seminar hall, OIH</p>
<p>16:00 Multidisciplinary Research, Education and Innovation Activities at Aalto</p> <p><i>Health Factory - Innovation Foundation of MedTech Businesses</i></p> <ul style="list-style-type: none"> • Raimo Sepponen, Vice Dean, School of Electrical Engineering <p><i>Aalto Platforms for Multidisciplinary Research, Education and Innovation</i></p> <ul style="list-style-type: none"> • Mauri Airila, Associate Vice President and Seppo Laukkanen, Associate Vice President • Aalto Energy Platform – Eeva-Leena Rautama, Project Manager, Aalto University School of Chemical Technology • Aalto Digi Platform – Ella Bingham, Research Coordinator, Helsinki Institute of Information Technology (HIIT) 	
<p>18:00 Day 1 Closing remarks</p>	



Friday, 21 November

Otaniemi Campus, TUAS-building
Address: Otaniementie 17, Espoo

Day 2	Location
<p>9:00 Summarising highlights of Day 1</p>	TUAS-building Seminar hall 2005
<p>9:30 Promoting the entrepreneurial & innovative HEI: barriers and enablers <i>HEInnovate: A demonstration of the tool and discussion of its application</i></p> <ul style="list-style-type: none"> • David Halabisky, LEED, OECD • Georgi Dimitrov, European Commission, DG EAC <p>Motivating students to be entrepreneurial</p> <ul style="list-style-type: none"> • Walter Bender, CEO and Founder, Sugar Labs; President, One Laptop per Child; Former Executive Director, MIT Media Lab 	TUAS-building Seminar hall 2005
10:00 Coffee break hosted by Aalto University	
<p>10:30 Session 2: Assessing Entrepreneurship Themes and speakers: <i>Student learning outcomes and institutional ecosystems</i></p> <ul style="list-style-type: none"> • Rozilini M Fernandez-Chung, Vice President (Quality Assurance), HELP University, Malaysia • Eric Zimmerman, Director of Research Office & Global Engagement, Interdisciplinary Center Herzliya, Israel <p><i>Business and private sector development</i></p> <ul style="list-style-type: none"> • Mikko Vieltojärvi, Union of Students in Finnish Universities of Applied Sciences (SAMOK) • János Vecsenyi, Executive Director, European Forum for Entrepreneurship Research • Ioana David, President, European Confederation of Junior Enterprises (JADE) 	TUAS-building Seminar hall 2005
<p>12:00 Closing Plenary Discussion</p>	
13:00 Lunch break	
14:00 Guided tours of Design Factory and Startup Sauna	