

# Launch of Software Entrepreneurship Curriculum helps students reach the next level

**Thursday, 17<sup>th</sup> January, 2008.** Today the *Software Entrepreneurship for Students Curriculum* was launched at a special event hosted by Microsoft UK and the National Council for Graduate Entrepreneurship (NCGE), and held at the Microsoft UK campus in Reading

The curriculum has been developed by Microsoft specifically for technical universities and colleges. It provides technical students with additional knowledge and tools to develop successful and sustainable ventures. Faculties now have an additional tool to help students develop the skills and competencies needed to fuel innovation, support entrepreneurship and aid employability.

Lars Lindstedt, Software Economist, Microsoft UK, said; ‘The software industry in the UK is growing rapidly spurred in part by the great ideas and concepts students have. The Software Entrepreneurship Curriculum will help enable the talented people behind these innovations reach the next level. Initiatives like this drive further growth by making sure the best resources are available and helping people to develop the right skills for future success.’

Agitavi Research, global provider of management consulting and corporate learning solutions company, and Microsoft developed the new Curriculum Materials to provide faculty and graduating students with resources to foster partnerships and encourage entrepreneurship. The Software Entrepreneurship materials may be used off-the-shelf or customised to fit the structure and requirements of individual institutions. The curriculum is flexible enough to be adopted wholly or partially for targeted business skills training such as creating value, understanding core competences or promotion and marketing.

The curriculum content comprises nine Software Entrepreneurship topics, with individual learning objectives. There are PowerPoint presentations for each module, which can serve as a teaching tool and talking points for faculty to provide supplementary details to students. The Student Resource Guides are provided for additional programming, resources and tools to help students develop sustainable ventures and foster successful partnerships locally.

Present at the launch were University teaching faculty and Enterprise Educators from across the UK, including senior academic managers. Over 80 delegates and speakers registered for the event, from over 50 different organisations including representatives from 40 academic institutions and the Higher Education Academy (HEA) Subject Centre for Information and Computer Science.

NCGE chief executive, Ian Robertson, commented: “An 11 per cent Student Engagement Rate (SER) of students currently involved in enterprise and entrepreneurship related activities suggests there are still significant challenges in embedding a sustainable enterprise and entrepreneurship

culture across the university campus. The UK's future economic wellbeing rests to a huge extent on the entrepreneurial talents of its pool of graduates and NCGE welcomes the *Software Entrepreneurship for Students Curriculum* which will make a significant contribution to helping students develop their entrepreneurial skills and ultimately benefit the knowledge economy.”

-- ENDS --

**Notes for Editors:**

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**Agitavi Research Corporation** <<http://www.agitavi.com/>> is a fast-growing global provider of management consulting and corporate learning solutions. Agitavi specialises in providing business research, corporate learning, and management consulting services to meet the needs of the global information and communication technologies (ICT) industry.

**Microsoft UK** <<http://www.microsoft.com/en/gb/default.aspx>> Working closely with UK and worldwide education communities, Microsoft has developed technology, tools, programmes and solutions to help address education challenges while improving teaching and learning opportunities. Microsoft UK also works with educators, educational organisations and industry partners to expand the world of learning, through technology programmes such as Partners in Learning and the Innovative Teachers Network.

The **National Council for Graduate Entrepreneurship (NCGE)** <<http://ncge.com/>> was established in 2004 as the national focal point for graduate entrepreneurship. The Council, which is based in Birmingham, is not only focused on graduates starting businesses, but understanding, developing and promoting a culture of entrepreneurship within Higher Education through research, education and facilitation.