



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Enterprise Learning & Development Passport

Enterprise Passport

Leisure, Events, Tourism & International Travel & Tourism Management

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Introduction

This report will outline how my enterprise skills and knowledge have developed since the beginning of the Enterprise sessions through the Entrecomp Model and the ERA Cycle.

Entrecomp Model

The Entrecomp Model is a framework that breaks entrepreneurship into 15 skills across ideas and opportunities, resources and then into action (Bacigalupo et al., 2016). These tables will highlight my skill level before and after the Enterprise sessions, whether it's foundation, intermediate or advanced.

Ideas and Opportunities

Skill	Before	After
Spotting Opportunities	Intermediate	Advanced
Creativity	Foundation	Advanced
Vision	Foundation	Intermediate
Valuing Ideas	Foundation	Intermediate
Ethical and Sustainable Thinking	Foundation	Intermediate

A lot of these skills had never been developed or taught which is why the Enterprise sessions were so important.

The Ted Talk '4 simple ways to have a good idea' stood out to me when learning about spotting opportunities and where inspiration may come from as it discusses CEOs and how they came up with their ideas showcasing that ideas can come from anywhere (Ted Archive, 2016).

QAA (2018) argues that enterprise education encourages idea generation, experimentation and creative problem-solving this is accurate as through the guidance and support from my enterprise sessions I was able to develop my creativity and my business idea which I would not have the foundation to do otherwise.

Resources

Skill	Before	After
Self-awareness and Self-efficiency	Foundation	Intermediate
Motivation and Perseverance	Intermediate	Advanced

Mobilising Resources	Foundation	Intermediate
Financial and Economic Literacy	Foundation	Intermediate
Mobilising Others	Foundation	Advanced

These sessions really helped strengthen my resource skills.

The Self-Determination Theory explains that motivation is strongest when autonomy, competence and relatedness needs are fulfilled (Deci & Ryan, 1985). This helped me keep motivation and perseverance when working on my pitch as the project gave me the autonomy to shape my own idea, competence as it helped me develop my entrepreneurial skills and relatedness as I was working with my classmates towards the same goal.

I found during my pitch I was able to mobilise others, particularly who I was pitching the idea to due to my passion for the idea. The passion I had for the idea translated into what I was pitching, and it was then easier to answer any questions and work on the concept altogether.

Into Action

Skill	Before	After
Taking the Initiative	Foundation	Intermediate
Planning and Management	Intermediate	Advanced
Coping with Uncertainty, Ambiguity and Risk	Foundation	Advanced
Working with Others	Foundation	Intermediate
Learning Through Experience	Foundation	Intermediate

The work breakdown structure is a planning tool that breaks a project into smaller, manageable tasks to improve control and organisation (Burke, 2018). I used this when I was working on my enterprise pitch to break it into smaller tasks and headings to make it more manageable such as market opportunity and finance.

Using a SWOT (strengths, weakness, opportunities, threats) analysis aided my ability to cope with any uncertainty, ambiguity and risk during the project as I was able to analyse what would be an issue from the beginning (Wehrich, 1982).

ERA Cycle

The ERA Cycle consists of three stages, experience, reflection and action (Jasper, 2013).

I used it throughout the process of the enterprise sessions and pitch. I used experience from what I had learnt in the classroom to structure and write my pitch as applying learning directly to the work strengthens it (Kolb & Kolb, 2009). I then reflected on my

pitch, what went well and what needed improvement. It allowed me to critically evaluate my pitch, identify parts which needed refining and why they impacted the pitch, and make necessary changes (Moon, 2013). I then used the material and all I had learnt from the pitch to take action and present it. Preparation for a pitch helps strengthen communication and build confidence which is why I worked so hard to prepare and perfect it (Beebe and Beebe, 2018). Applying this model in my work helped me recognise personal behavioural patterns especially how my confidence developed over the project.

Another example of when I used the ERA cycle is when I came up with the idea for Buddy Up. I was speaking to a friend who said that she would never travel with her family because they are interested in completely different things and even with her friends, they'd split up and do things alone however she still wanted to be part of a group. Her experience inspired Buddy Up. This made me reflect and realise the pattern that many solo travellers may also experience the same thing or some people may not travel due to it being hard to find someone to travel with. After taking action and doing some research I realised that 60% of women say that safety is the reason they don't solo travel (Yang et al, 2018) This shows the problem is widespread and underserved, reinforcing the need for a solution which prioritises safety and matches like-minded travellers together, so they never have to travel alone which is Buddy Up.

Future Development

There are things I would improve and develop in the future.

I would develop my rehearsal technique. I spoke fast during my speech, and rehearsal would help me to strengthen my points and maintain a controlled speaking pace (Vogel and Viale, 2018).

I learnt the importance of refining points so I would spend more time going into depth about specific areas of my business if I had enough time to allow it as this would strengthen the coherence, persuasiveness and clarity of my pitch (Barringer and Ireland, 2019).

A strong marketing strategy is key for reaching target customers so I would spend more time coming up with a structured strategy (Kotler and Armstrong, 2022).

In the future I want to stay aligned with classroom teachings by using the Entrecomp Model more intentionally in my work, so I can better track what skills I shine at and what skills need extra work.

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