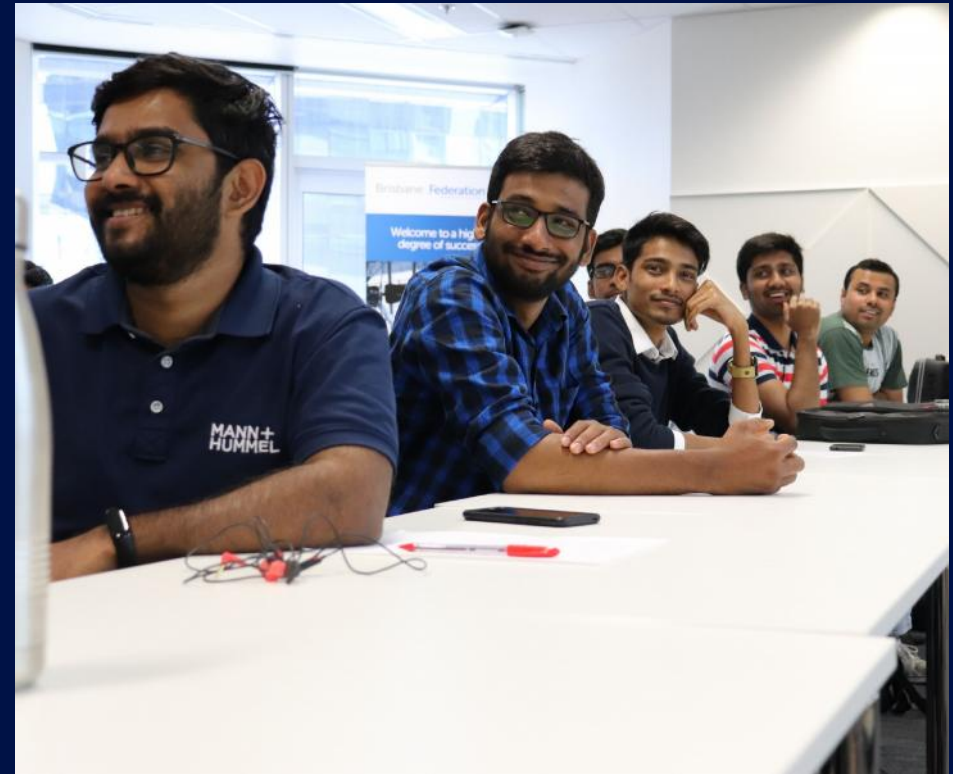# Leading through entrepreneurship and collaboration: Connecting students, industry and education institutions

Alex Elibank Murray
Executive Director, Brisbane campus

Oh please… not another buzzword …

entrepreneurship

Key skill development for future jobs

Higher cognitive

These skills include advanced literacy and writing, quantitative and statistical skills, critical thinking and complex information processing. Doctors, accountants, research analysts, writers and editors typically use these.

Social and emotional, or so-called "soft skills"

These include advanced communication and negotiation, empathy, the ability to learn continuously, to manage others and to be adaptable. Business development, programming, emergency response and counselling require these skills.

Technological

This embraces everything from basic to advanced IT skills, data analysis, engineering and research. These are the skills that are likely to be the most highly rewarded as companies seek more software developers, engineers, robotics and scientific experts.

"Demand for higher cognitive skills such as creativity, critical thinking and decision making, and complex information processing, will grow through 2030 at cumulative double-digit rates."

https://www.weforum.org/agenda/2018/06/the-3-skill-sets-workers-need-to-develop-between-now-and-2030/

Entrepreneurship

Partnership & collaboration

Brisbane
RiverCityLabs

Sydney
HarbourCityLabs

Melbourne
BayCityLabs

- Start up incubator, entrepreneur hub & co-working space

- Australian Computing Society (ACS) owned

- ACS - accreditory body for computing & technology programmes

- Advance Queensland, QLD Chief Entrepreneurs Office

River City Labs Collaboration

Bachelor of Business (Entrepreneurship)

- Integrated Bachelors degree
- Allows students to undertake theoretical study with integrated live startup companies
- Guest lecturers
- Pitch nights and RCL mentor programme access

Master of Technology

Final semester project

- RCL and startup companies provide real life projects for Masters students
- Semester long engagement with the companies including mentor and FedUni academic staff supervision
- Imagine finishing your final semester in a live company environment working on an actual companies challenge!

Industry work placements & access

- All programmes at the Brisbane campus have access to RCL events, professional development experiences and work integrated learning opportunities
- The University has integrated desk space at RCL for students to participate fully within the startup space

"The relationship with River City Labs will enable the students to be exposed to real world, relevant industry knowledge and valuable contacts and mentoring which will provide them with valuable hands on experience throughout their studies."
Outgoing CEO River City Labs Peta Ellis

Programme structure: B. Bus (Entrepreneurship)

In collaboration with RCL

Preparing for Professional Experience

Introduction to Marketing

Introduction to Human Resource Management

Industry Based Case Studies

Entrepreneurship & New Venture Creation

Social Media Marketing

Industry Experience Project

Business Simulation

On Campus

Principles of Accounting and Finance & Principles of Economics

Fundamentals of Law

Management Principles & Principles of Responsible Business

Business Communication

Managerial Research Methods

Federation University

Bachelor of Business

Entrepreneurship

Masters of Technology: Final semester project

- 3-4 students and work on an IT/IS project with a business client and a project supervisor

- A project can be related to development of a new IT/IS solution or review, assessment or recommendation of an existing IT/IS solution to improve client's existing business processes

- Students conduct research to explore the problem domain in the given project and to investigate how similar problems were dealt in the literature

- Students will present project outcome to the client in the form of substantial artefacts such as developed product and/or an extensive research report and/or consultancy report

Student group at RCL meeting with their client, a Start Up Founder

Federation University

"It is so very encouraging to see how Federation University is looking at the future of Business and Entrepreneurship and their keen interest in partnering with industry to deliver such important content and workplace immersion."

**Outgoing CEO,
River City Labs, Peta Ellis**

Federation
University

Now grow

Questions

Concentrix

Start up weekends

The mentors from ARC provided us with the guidance and advice in each step of product development. It was an awesome environment to network with new people, develop innovative ideas and learn about the start-up ecosystem.
Student participant, Rojina Pahari

Federation
University

Coder Dojo

The CoderDojo Foundation was established in 2013 by CoderDojo co-founder James Whelton.
CoderDojo and the Foundation share the same vision: every child worldwide should have the opportunity to learn code and to be creative with technology in a safe & social environment

- Dojos need general volunteers, and mentors for sessions

- Our students act as Mentors receiving professional experience points into their degree programme

- The relationship has now grown and FedUni Brisbane campus have entered a sponsorship relationship with our local Dojo

Federation University

Vygo

Federation University