

Richard Beresford Bursary Blog: Dr Shruti Narayanswamy

I was fortunate to receive the Richard Beresford Bursary to visit Bangor University and to understand their institutional approach to Enterprise Education. Specifically, I was thankful to be hosted by Dr Andrew Goodman and the team leading their award-winning 'Enterprise By Design' programme.

At the University of St Andrews, we are still in the beginning stages of embedding enterprise and entrepreneurship in our curricular, co-curricular and extracurricular activities. As part of the 'Entrepreneurial St Andrews' pillar of the University's strategy, we have launched a number of initiatives since 2020, such as the [Summer Teams Enterprise Programme](#) (STEP), and the [Vertically Integrated Projects \(VIP\)](#) modules programme. We are now keen to understand how our '[Entrepreneurial St Andrews](#)' strategy, especially our curricular and co-curricular offerings, can be developed to align more closely with the Triple Helix model of innovation by engaging with key external stakeholders and also our local community.

With this goal, I was especially interested in how I could apply the learnings from 'Enterprise by Design' to our own Summer Teams Enterprise Programme (STEP) which I lead at St Andrews.

It was illuminating to reflect on how the key differences between STEP and 'Enterprise by Design' impact the student experience: mainly that STEP is a fully-remote and the latter is an in-person programme. While both programmes enable students to gain experience of working in interdisciplinary teams, 'Enterprise by Design' differs from STEP in a key respect: in that all student teams work on the same 'big' issue (for e.g. Food and Sustainability). Enterprise by Design also uses a 'BASE' model to create its student teams – i.e. the programme is carefully promoted to ensure that each team is comprised of students from Business, the Arts, the Sciences and Engineering disciplines.

It was fantastic to see the 'Enterprise by Design' student teams present their preliminary work using the Pecha Kucha format. This experience has now inspired me to think about how we can implement similar public engagement activities in STEP, which would give our students the opportunity and skills to proudly showcase their exciting work from the programme. I am also keen to conceptualise and pilot the 'single, BIG, exciting brief' model for STEP – the example of 'Enterprise by Design' clearly showcases how such a model can successfully inspire students to come up with a range of diverse and interdisciplinary approaches to issues that matter to our local, national and global communities. It was also wonderful to learn about how creative and social spaces, such as Bangor's Pontio Arts Centre and its [coLAB and fabLAB innovation spaces](#), are being used to create bridges between Enterprise Education and the wider local community.

I was also delighted to meet with fellow Richard Beresford-alumna Dr Beth Edwards (Enterprise Education Development Co-ordinator) during my visit. Our conversation led me to reflect on how enterprise education is institutionally positioned within our respective universities; at St Andrews, it is part of our student development unit, CEED (The Centre for Educational Enhancement and Development), whereas enterprise education at Bangor is positioned within their Employability service. As a result of this conversation, I will be reflecting on how I can work more closely with our Careers Centre, especially in relation to fostering engagement from our alumni and external organisations/mentors with our enterprise and entrepreneurial education offerings.

This brief, but illuminating visit, will no doubt be the catalyst for exciting future conversations and potential collaborations.