

<b>How can you Create Value from Freely Available Resources?</b>
<b>QAA Benchmark Skills:</b> <ul style="list-style-type: none"> <li>• The ability to think independently, set tasks and solve problems</li> <li>• Communication</li> <li>• Interpersonal and teamwork skills</li> <li>• Self-management and professional development skills</li> </ul>
<b>ARU Graduate Capitals:</b> <ul style="list-style-type: none"> <li>• Knowledge</li> </ul>
<b>Objectives:</b> <ul style="list-style-type: none"> <li>• The learner will be able to explore an idea or concept as openly as possible to gather a wide range of solutions</li> <li>• To evidence the power of group work as more ideas are created through teamwork</li> <li>• To explore the potential of networks and social connections</li> </ul>
<b>Study Level:</b>
<b>Time:</b> 2 hours
<b>Group Size:</b> Small groups (Teams of 4-6)
<b>Resources:</b> Flip chart or post its for brain storming, pens
<b>Overview:</b> This group task challenges the teams to generate ideas within constraints. This task engages students by allowing them to draw upon their knowledge, connections, hobbies, subject experience, social networks etc. The open brief allows them to be creative but the constraints of time and “no spend” heighten their creativity.

	Time	Activity
<b>Introduction to Enterprise Education</b>	10 mins	PowerPoint presentation to introduce Enterprise Education
<b>Activity</b>	1 hour 40 mins	<p>There is an abundant supply of free-to-use resources which are not readily considered by those addressing a task. This challenge asks “How can you use one or more of these to provide an innovative product, service or experience which creates value for its users?” and seeks to engage the learners to consider the multiple forms of value creation - financial, economic, social, cultural, environmental, aesthetic.</p> <p>Process - By placing your students into small working groups, suggest the following challenges to them:</p> <ol style="list-style-type: none"> <li>1. <b>BRAINSTORM:</b> Identify by listing or brainstorming all the ‘freely available resources’ you can think of. These must be resources you can use for free, without being challenged or acting illegally or irresponsibly. They may include physical, virtual, human, financial and knowledge resources, for example. (Note: you are asking them to draw together resources that will not ‘cost’ so whilst it is recognised that their time ought to be valued and compensated, for the purposes of this task, we are seeking access to resources that they can reach for free at this moment).</li> <li>2. <b>COMBINATION:</b> Using this “brain stormed” list, ask the group to combine selected resources to provide products, services or experiences which create new value? Aim to identify at least 3 innovative combinations.</li> <li>3. <b>EVALUATION:</b> ask the groups to select the best option. Who will the innovation be of value to? Whose problem does it solve?</li> <li>4. <b>REFLECTION and REVIEW:</b> What forms of value are you creating from the list above.</li> <li>5. <b>REFLECTION:</b> How can you ‘make it happen’ to implement the innovation?</li> <li>6. <b>COMMUNICATE:</b> Communicate your idea as effectively you can, using available resources, to the group, outlining the need they are addressing.</li> </ol>

		<p>Depending upon time and the skills that you wish to develop, you can run this task within 1 session or extend the communication and reflection stages to a task that runs over 2 weeks. This allows the groups to access their resources and showcase their ideas in the presentation the following week.</p> <p>As a whole group discuss each of the ideas.</p>
<b>Session Review</b>	10 mins	<p>What skills do students feel have been developed through this session?</p> <p>Do students understand the importance of Enterprise Education?</p> <p>Can students identify ways in which Enterprise Education is already included in the modules?</p> <p>Can students identify Enterprising skills they have already developed from their modules?</p>



## **Student Worksheet: How can you Create Value from Freely Available Resources?**

There is an abundant supply of free-to-use resources which are not readily considered by those addressing a task. This challenge asks “How can you use one or more of these to provide an innovative product, service or experience which creates value for its users?” This product or service should be relevant to your course/ industry.

In your groups work through the following tasks:

1. **BRAINSTORM:** Identify by listing or brainstorming all the ‘freely available resources’ you can think of. These must be resources you can use for free, without being challenged or acting illegally or irresponsibly. They may include physical, virtual, human, financial and knowledge resources, for example.
2. **COMBINATION:** Using this “brain stormed” list, combine selected resources to provide products, services or experiences which create new value? Aim to identify at least 3 innovative combinations.
3. **EVALUATION:** select the best option. Who will the innovation be of value to? Whose problem does it solve?
4. **REFLECTION and REVIEW:** What forms of value are you creating from the list above.
5. **REFLECTION:** How can you ‘make it happen’ to implement the innovation?

Once you have worked through the above tasks, you will prepare a short presentation in order to present your idea and the process of developing this to the rest of the group. As a group you will discuss each of the ideas that are proposed.