

# CERT to CEO:

## *Entrepreneurship & Digital Skills to Build Future CEOs*



**BIRMINGHAM CITY**  
University

**Speakers:** Chris Maguire ([chris.maguire@bcu.ac.uk](mailto:chris.maguire@bcu.ac.uk))

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# About Chris & Liam

- Programme Leader for BSc Business Information Technology
- Over 15 years experience working with Microsoft technologies and certifications within education



- Assistant Lecturer in Computing
- Started on Student Academic Partnership scheme in 2015 to develop MTA provision
- Now mentoring foundation students and identifying certification opportunities

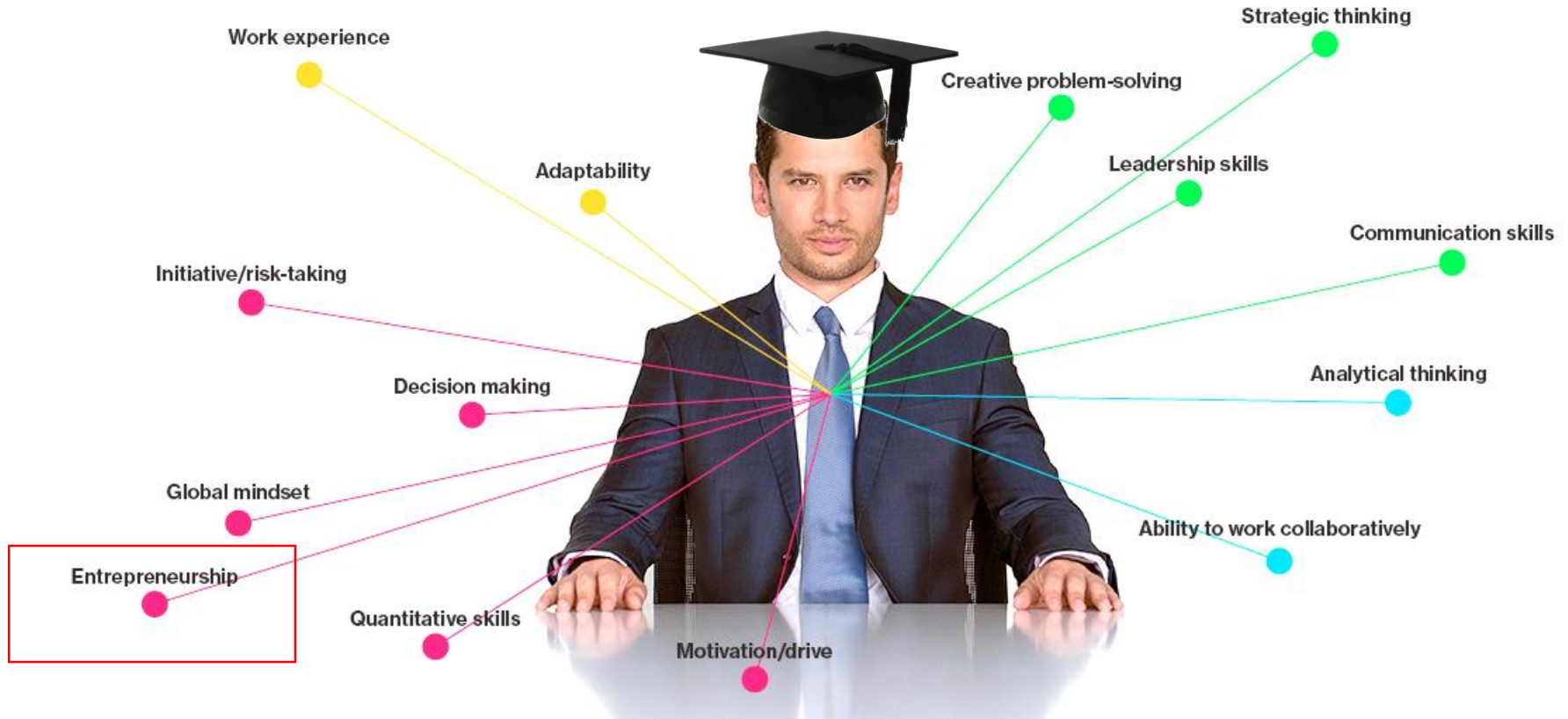


# School of Computing & Digital Technology

- Prodigy Learning Outstanding Centre of Excellence
- Delivering MOS/MTA/ESB - Exploring MCE and Unity
- Over 550 exams delivered over the last year
- Embedding certifications within modules
- Most Entrepreneurial City 2018



# Entrepreneurship is in demand:



*(Bloomberg Job Skills Report, 2016)*

# Exam Content

- Released in UK in 2019
- 50 minute, multiple choice exam
- GMetrix/LearnKey content – Video content, workbooks and practice tests
- Created additional materials for revision workshops – using TedEx talks, surveys, group activities
- Key objectives:
  1. The Entrepreneur
  2. Business Management
  3. Starting a Business
  4. Business Operations
  5. Marketing and Sales
  6. Financial Management



# Demonstrating Entrepreneurship in Higher Education

- Could be via:
  - Extra curricular activities/projects
  - Running/setting up a student society
  - Involvement with social enterprise schemes
  - .....or certification!

*Cal Henderson – Co-founder &  
CTO at Slack (also BCU  
Computing alumni)*



# Thinking of Becoming an Entrepreneur

## About

The Thinking of Becoming an Entrepreneur workshop offers participants the opportunity to gain insight in to all the processes involved to design | develop | set-up | run | manage | scale | and replicate commercial | social enterprises - as well as identifies the work that can be completed to support the individuals to create start-up commercial | social enterprises in the future.



## Dates

- Wednesday 10th October | **Thinking of Becoming an Entrepreneur** | CC | 1pm - 4pm
- Wednesday 12th December | **Thinking of Becoming an Entrepreneur** | CC | 1pm - 4pm
- Wednesday 13th February | **Thinking of Becoming an Entrepreneur** | CC | 1pm - 4pm
- Wednesday 10th April | **Thinking of Becoming an Entrepreneur** | CC | 1pm - 4pm
- Wednesday 12th June | **Thinking of Becoming an Entrepreneur** | CC | 1pm - 4pm
- Wednesday 14th August | **Thinking of Becoming an Entrepreneur** | CC | 1pm - 4pm

**Contact** To JOIN the **Enterprise and Entrepreneurship Mailing List** | or for more information on **BSEEN** | **T1 Graduate Entrepreneur Visa** | or activities please contact: [enterprise@bcu.ac.uk](mailto:enterprise@bcu.ac.uk) | 0121 331 5342



# Approach

- Dual approaches to certification
- Self study opportunity over several weeks (March – May 2019)
- Bootcamp approach, condensed over one day (June 2019)
- Targeted at final year computing students, primarily Business IT & Computer Science students



# Data

- 10 students sat exam – 9 passed (one after 2 attempts, one deferral)

Staged Bootcamp	One Day Bootcamp
4 sessions – Launch, Revision 1-3, Revision 4-6, Exam	1 Day – 2 sessions with self study and revision, 1 mock exam, 1 actual exam
Session 1 – 10 students attended Session 2 – 2 students Session 3 – 2 students Exam – 6 students, 5 passed	5 students attended, 4 passed (one deferral)

# Outcomes

- All students passed
- Both approaches work for different groups of students - leaving the project until the last months of the semester reduce engagement
- Whilst initial interest was high, final year pressures and work commitments got in the way
- Reached out to all final year computing students (approx 400) - only 10 came to launch event

# Student Feedback

- "I liked the presentations and course material. This could be integrated into an existing module"
  - "It has increased my knowledge of the real world business environment which will hopefully lead to employment opportunities"
  - "I definitely preferred covering all the content in one day rather than multiple sessions as the content was fresh on my mind"
  - "The exam should help employers in identifying me as a potential candidate with entrepreneurship business skills"
  - "I enjoyed visual learning through the online videos"
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# Recommendations and Suggestions

- Emphasise need for entrepreneurship skills across all programmes
- Look to partner up with existing enterprise support, both internal and external
- Encourage ESB via existing certifications (MOS & MTA)
- Learning materials beneficial – look to align to an existing module
- Consider a one-day event during an employability week or outside of term time – how does it fit with student schedules?
- Beneficial exam that motivates and encourages students to become entrepreneurial – and maybe even CEOs one day! Watch this space...

# Useful Links

- BSEEN – Intensive start-up support for student and graduate entrepreneurs in Birmingham - <https://b-seen.biz/>
- ESB Exam via Certiport – <https://certiport.pearsonvue.com>
- Reach out to us:
- [Chris.Maguire@bcu.ac.uk](mailto:Chris.Maguire@bcu.ac.uk) - @puzzlebaron1
- [Liam.Matthews-Dibbins@bcu.ac.uk](mailto:Liam.Matthews-Dibbins@bcu.ac.uk) - @BCULiam