

# Personal Reflection & Review: Enterprise & Entrepreneurial Education

*CBU EDUC 6103 –Education for Sustainability & Entrepreneurship*

Quality Assurance Agency (QAA). (2012). Enterprise and entrepreneurship education: guidance for UK higher education providers.

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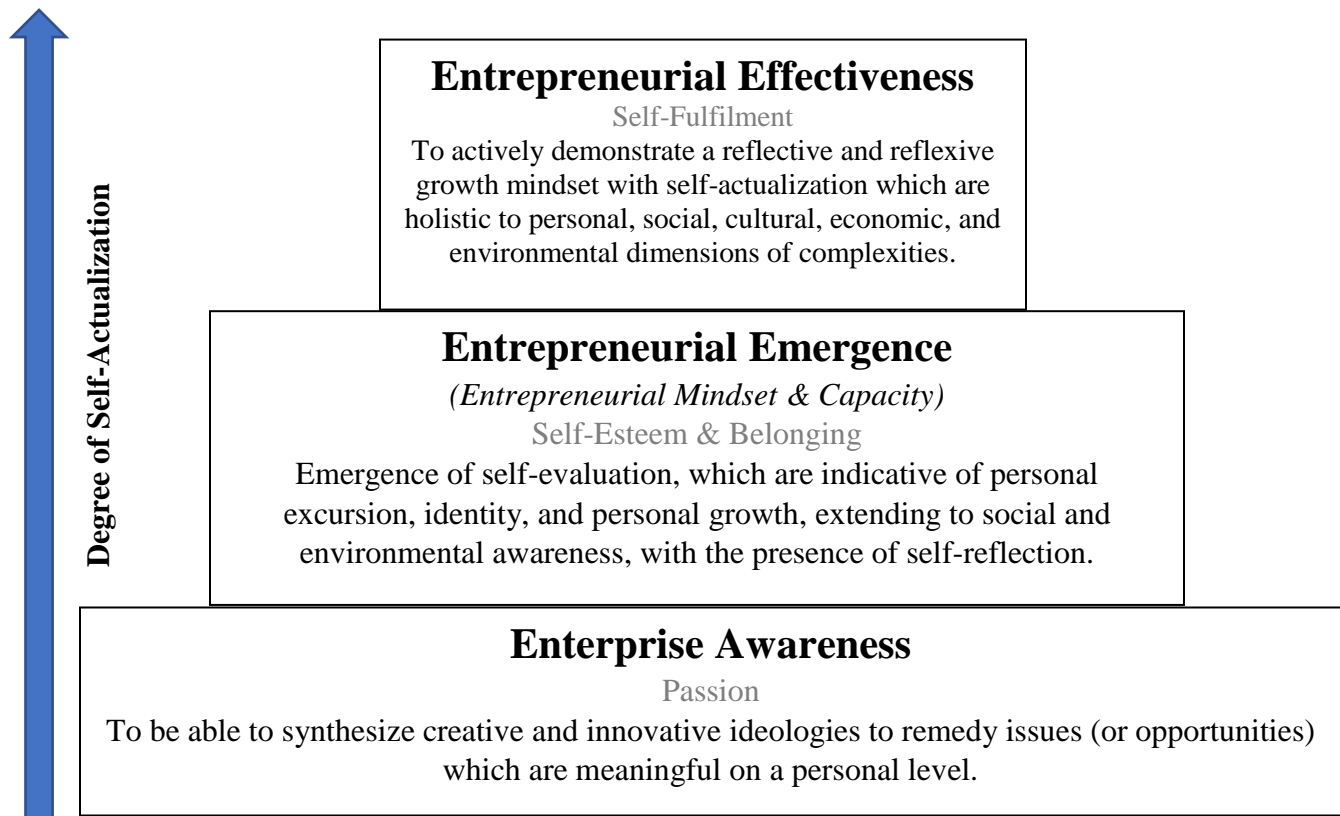
## Differentiating Terminology and Symbology

I decided to structure the discussion analysis of “Enterprise and Entrepreneurial Education” from QQA (2012) in a different way which I believe would be a succinct and reflective medium for information. In Table 1. Below, I summarized major points to differentiate the following terminologies: Enterprise Awareness, Entrepreneurial Mindset, Capacity, and Effectiveness. These descriptions are based on personal reflection, inspired by QQA (2012).

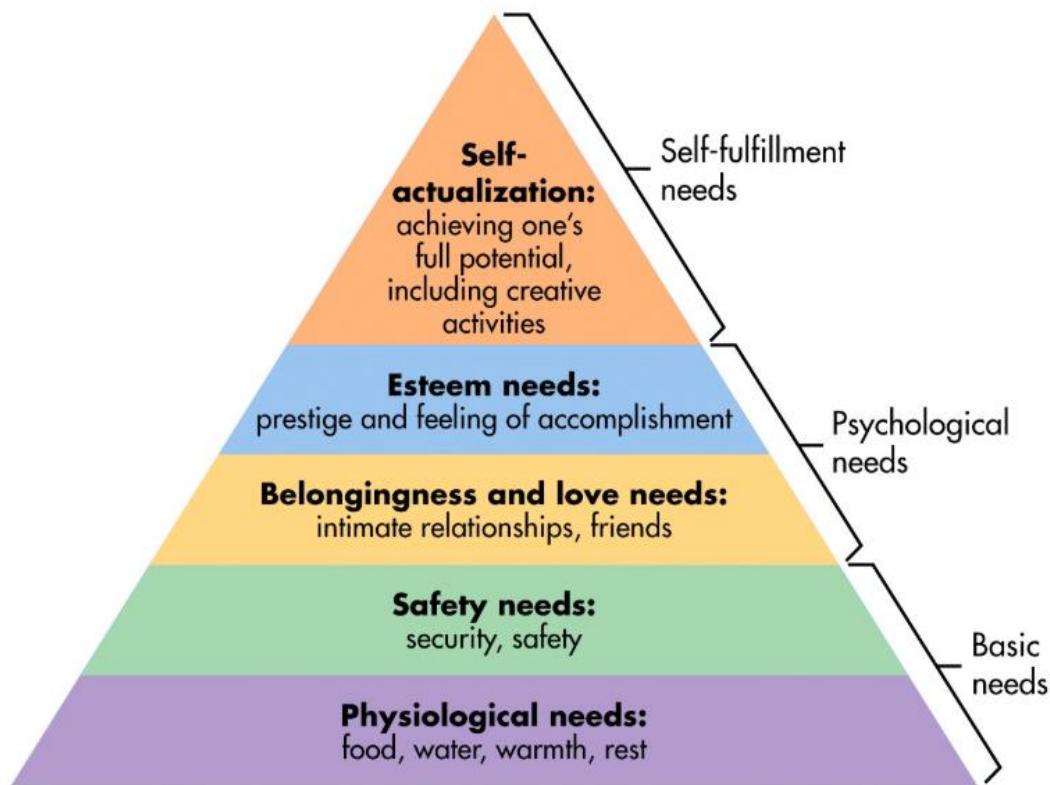
**Table 1.** Personalized customization of stages and definitions to achieve Entrepreneurial Effectiveness, inspired by QQA (2012).

<b>Stage</b>	<b>Description</b>	<b>Example</b>
<b>Enterprise Awareness</b>	To be able to synthesize creative and innovative ideologies to remedy issues (or opportunities) which are meaningful on a personal level.	Environmental Enterprise: How do I ensure the sustainability of mega fauna?
<b>Entrepreneurial Mindset</b>	Emergence of personal growth which extends to social and environmental awareness, with the presence of self-reflection.	Empathy-Based Philosophy: People care about things that are worth protecting and conserving.
<b>Entrepreneurial Capacity</b>	Emergence of self-evaluation, which are indicative of personal excursion and identity.	Environmental Responsibility: Community involvement, planning, organization strategies to captivate responsibilities of the Non-Governmental Organization (NGO)
<b>Entrepreneurial Effectiveness</b>	To actively demonstrate a reflective and reflexive growth mindset with self-actualization which are holistic to personal, social, cultural, economic, and environmental dimensions of complexities.	Establishing strong reputation and dominance of environmental preservation of mega fauna through philanthropic, permanent, volunteer and community involvement.

Below, I have constructed an adapted, modified, and integrated model of holistic entrepreneurial effectiveness in the contemporary era of environmental mindfulness (Figure 1.). Inspirations of this this tier model aligns with the Maslow's Hierarchy of Needs (See Figure 2 and 3. for original reference models)



**Figure 1.** Personally adapted, modified, and revised model of Enterprise-Entrepreneurship and Maslow's Hierarchy of Needs



**Figure 2.** Maslow's Hierarchy of Needs. The image was retrieved from Lea Hansen (2012), which respects and abides by the Creative Commons Attribution 4.0 International (CC BY 4.0).



**Figure 3.** Developing entrepreneurial effectiveness model from “Enterprise and Entrepreneurial Education” on page 12, from QQA (Figure 1.; 2012)

## **Rationale of Synthesized Model**

I decided to adapt, modify, revise the reading material from QQA (2012) since I thought it wasn't holistically enough to integrate sustainability. The Maslow's Hierarchy of Needs was inspired since self-actualization aligns with entrepreneurship and deep learning. I decided to combine Entrepreneurial Mindset and Capacity to one category as one cannot exist without the other; they are not mutually exclusive. In Figure 3., it makes an indirect suggestion that Entrepreneurial Mindset (EM) and capacity (EC) can be achieved independently, which leads to a path of Entrepreneurial Effectiveness (EE); however, to achieve EE, you must have growth from Enterprise Awareness (EA) to EM **and** EC to EE.