



COEUR

European Entrepreneurship Competence through Intercultural Learning in University Networks

Prof. Dr. Matthias Eickhoff
Institute for Entrepreneurial Behaviour IUH
Fachhochschule Mainz University of Applied Sciences, Germany

Andrew Turnbull MA MCIM MAM MMS MHEA
Robert-Gordon University Aberdeen, Scotland



COEUR

Competence in European Entrepreneurship

COEUR offers a platform
for a variety of activities,
benefits and services for a
number of different interest
groups throughout Europe:

Conferences
Publications
Benchmarking
Networking
Idea Generation
Research
and many more...

COEUR

Competence in European Entrepreneurship

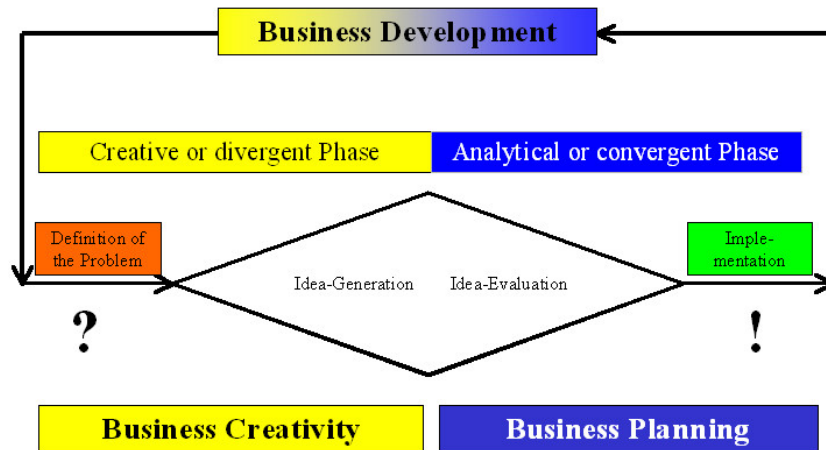
COEUR offers a platform for a variety of activities, benefits and services for a number of different interest groups throughout Europe:

Conferences
Publications
Benchmarking
Networking
Idea Generation
Research
and many more...

The COEUR Business Creativity Module

- BCM is a 1 semester interdisciplinary
- EU sponsored module
- Jointly delivered at 6 European universities (PL,CZ, F, UK, PT, D)
- Forming intercultural Creative Venture Teams (CVT)
- To develop entrepreneurial ideas with European dimension

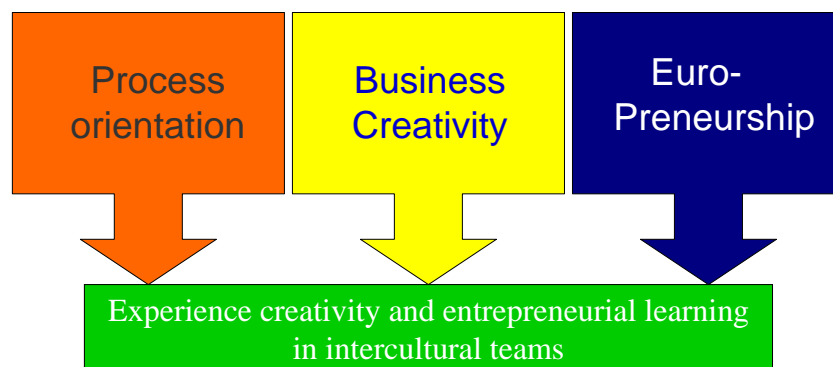
The Business Evolution Process



net's work 08

COEUR Business Creativity Module

The COEUR-Basis



net's work 08

COEUR Business Creativity Module

The Initial Idea 1996



"We want to organise a conference, where students from different universities, meet in an open atmosphere of initiative, creativity and responsibility to learn with experienced entrepreneurs and to establish a common basis for the entrepreneurial future in a Europe of regions, forming a nucleus for development and change, a junction in a quickly developing European business-culture."

Matthias Eickhoff
FH Mainz – University of
Applied Sciences

Andrew Turnbull
Robert-Gordon
University, Aberdeen

net's work 08

COEUR Business Creativity Module

How it all began...



- A cup of coffee at Aberdeen Airport between two flights
- An official proposal to the authorities of our 2 universities to start a pilot project
- The idea to organise a preparatory meeting (to find allies) linked to the 8th ECCI in Mainz 2003
- The decision of 4 people „We try it!“

net's work 08

COEUR Business Creativity Module

COEUR Workshops

- ✓ 2004 Mainz
- ✓ 2005 Aberdeen
- ✓ 2006 Wroclaw
- ✓ 2007 Lisbon
- ✓ 2008 Dijon



Instituto Superior de Ciências do Trabalho e da Empresa

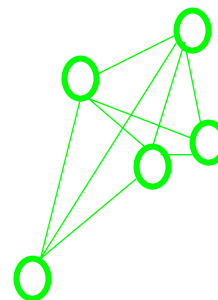


net's work 08

COEUR Business Creativity Module

European Growth

A ,leverage-effect' will serve to spread the COEUR-idea in Europe:



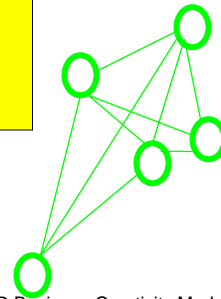
net's work 08

COEUR Business Creativity Module

European Growth

A ,leverage-effect' will serve to spread the COEUR-idea in Europe:

European coverage is not achieved by growth of the network but by **multiplication of university networks !**



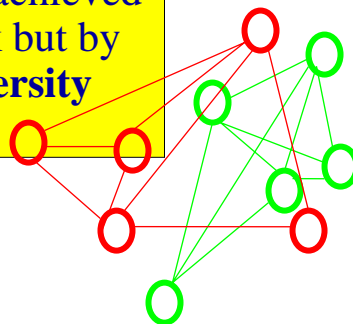
net's work 08

COEUR Business Creativity Module

European Growth

A ,leverage-effect' will serve to spread the COEUR-idea in Europe:

European coverage is not achieved by growth of the network but by **multiplication of university networks !**



net's work 08

COEUR Business Creativity Module

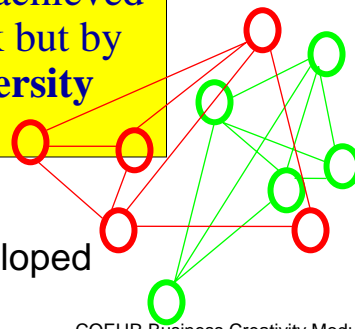
European Growth

A ,leverage-effect' will serve to spread the COEUR-idea in Europe:

European coverage is not achieved by growth of the network but by **multiplication of university networks !**

So the COEUR ,Business Creativity Module' was developed

net's work 08



COEUR Business Creativity Module

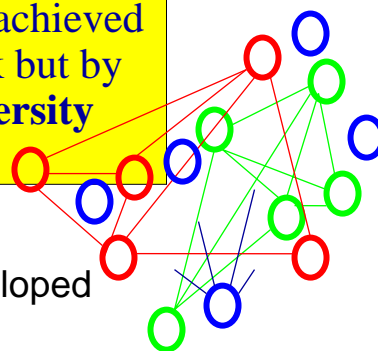
European Growth

A ,leverage-effect' will serve to spread the COEUR-idea in Europe:

European coverage is not achieved by growth of the network but by **multiplication of university networks !**

So the COEUR ,Business Creativity Module' was developed

net's work 08



COEUR Business Creativity Module

The Business Creativity Module systematically wants to extend the experiences of the workshops into regular university curriculum to

- make it accessible to a **larger number of students** at the participating universities
- offer **ECTS credits** for participation
- spread it **throughout Europe** by offering it to as many other universities as possible
- create possibilities for **research** about the intercultural factors addressed within COEUR

net's work 08

COEUR Business Creativity Module



Invitation: Spread your wings !

COEUR seeks cooperation with universities of all faculties throughout Europe to initiate new COEUR BCM networks

COEUR seeks cooperation with industrial and media partners to support further development of new COEUR services in different networks

www.coeur-module.eu

net's work 08

COEUR Business Creativity Module

The Final Frontier?



Develop alternative growth strategies: a missionary approach (requiring volunteer missionaries), media publicity and complicity, a split-fusion approach...

Develop new COEUR concepts like an innovative EuroPreneurship Master course, a new (networking) platform for students, entrepreneurs, academics...

net's work 08

COEUR Business Creativity Module



Thank you for your attention!

For further information please contact

matthias.eickhoff@wiwi.fh-mainz.de

net's work 08

COEUR Business Creativity Module