Danish University Colleges

Entrepreneurial Competences through effectuation and charity initiated by the Student Growth House

Nybye, Nicolai Løntoft; Christensen, Knud Erik

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Entrepreneurial competences through effectuation and charity initiated by the Student Growth House

Principles of Effectuation in the course
- Bird-in-hand: Start with your means: who I am, what I know, whom I know.
- Affordable Loss: What can I afford to lose? Focus on the upside even if the downside ends up happening.
- Lemonade: Leverage contingencies. Surprises as potential opportunities.
- Crazy Quilt: Form partnerships, self-selecting stakeholders.
- Pilot-in-the-plane: Activities within their control. Worldview and belief: Future is made, neither found nor predicted.

Course pamphlet and Facebook group

The basic idea in the entrepreneurial process in the course:
Effectual process: Actor dependent. Given set of means. Selecting between possible effects that can be created with that means. Furthermore, means can emerge, direction is formed in an ongoing learning and experimental process. Different ends can emerge.

Elements in the course seen from the perspective of SGH
- Students personal resources and experience
- Visions from students
- Student Growth House (Provider)
- Effectuation principles (Goals / means)
- Process, teaching, inspiration, facilitating, reflection (Form)
- Students specific knowledge from educations (Means)
- Charity (Goal / means)
- Environment (Space for action, value creation and learning entrepreneurial competences)

A team project + products

Reflection upon the effectual process
- Reflections about e.g. affordable loss, learning from experiences to focus on controllable aspects in a process filled with uncertainties, new stakeholders, bearing with ideas and resources; surprises, creating new opportunities.

Examples of outcomes:
- Reflection of the effectual process

Complementary view:
- Causal process: Effect dependent. Rational choice between means and action planned to reach a specific end.
- Effectual process: Actor dependent. Given set of means. Selecting between possible effects that can be created with that means. Furthermore, means can emerge, direction is formed in an ongoing learning and experimental process. Different ends can emerge.

Affect others to act.
- Social lobbying.
- Creating new contexts.
- Correcting radical. “Do different” ideas ensuring a better future for a given society.
- Radical. “Do different” Changes are more fundamental to society.
- Incremental. “Do Better” Create a better situation for people in existing contexts.

Read, Sarasvathy, Dae, Wibb Falk, Ohlson (2011); Effectual Entrepreneurship. Routledge.
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