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

Nybye, Nicolai Løntoft; Christensen, Knud Erik

Publication date: 2015

Document Version
Pre-print: The original manuscript sent to the publisher. The article has not yet been reviewed or amended.

Link to publication

Citation for published version (APA):
Entrepreneurial competences through effectuation and charity initiated by the Student Growth House

Course pamphlet and Facebook group

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.


Behind the scene:
- **Mean 1**: Reflection about e.g. affordable loss, learning from experience.
- **Mean 2**: Focus on controllable aspects in a process filled with unknowns, new stakeholders bearing with ideas and resources, surprises, creating new opportunities.
- **Mean 3**: Social activism.
- **Mean 4**: Fundamentals to society.
- **Mean 5**: Change is more indirect. Effect is obtained through target groups.

Critical view:
- **Space for action, value creation and learning entrepreneurial competences**
- **Action-orientations in the students ventures**
- **Affect others to act.**

Causal process: Effect dependent. Rational choice between means and action planned to reach a specific end.

Examples of outcomes:
- **Reflection on the effectual process**
- **Concretisation of pilot-in-the-lift elevator pitch**
- **External speaker:** Counseling teams are working

Elements in the course seen from the perspective of SGH

The basic idea in the entrepreneurial process in the course:
**Effective 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.

Effectuation principles
- **Goals / means**
- **Form**
- **Space for action, value creation and learning entrepreneurial competences**

A team project + products

Supporting tools

Students personal resources and experience (means)

Visions from students

Student Growth House (Provider)

**Elements in the course seen from the perspective of SGH**

Agency: Effectuation principles (Goals / means)

Process, teaching, inspiration, facilitating, reflection (Form)

Environment: Space for action, value creation and learning entrepreneurial competences

Visions from students

Charity (goal / means)

Example of outcomes:
- **Reflection upon the effectual process**
- **Affect others to act.**

**Actions**
- **Incremental. “Do Better”**
- **Radical. “Do different”**

**Changes are more fundamental to society**

Indirect. Effect is obtained through different groups and contexts
- **Social lobbying**
- **Social activism**
- **Create a better situation for people in existing contexts.**
- **New social service, product, firm.**
- **Ideas ensuring a better future for society.**
- **Creating new contexts.**

Reflecting on social initiatives:
Action-orientations in the students ventures

<table>
<thead>
<tr>
<th>Session 1</th>
<th>Session 2</th>
<th>Session 3</th>
<th>Session 4</th>
<th>November</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Introduction</strong></td>
<td><strong>Introduction</strong></td>
<td><strong>Status and Theory: Effectuation principles</strong></td>
<td><strong>Teams are working</strong></td>
<td><strong>Evaluation and reflecting on the process</strong></td>
</tr>
<tr>
<td><strong>External speaker: Voluntary work and Charity</strong></td>
<td><strong>External speaker: Voluntary work and Charity</strong></td>
<td><strong>Teams are working</strong></td>
<td><strong>Counseling</strong></td>
<td><strong>Presentation of raw ideas</strong></td>
</tr>
<tr>
<td><strong>Effectuation and teams</strong></td>
<td><strong>Change of location. Giving</strong></td>
<td><strong>External speaker: Social entrepreneurship</strong></td>
<td><strong>Concretisation of focus, partnerships, value creation and elevatortips</strong></td>
<td><strong>Presentation of highlights</strong></td>
</tr>
<tr>
<td><strong>The Ice Hotel video</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Session 1: Legislation, Barriers?
Session 2: Effectuation
Session 3: Visit, network and inspiration
Session 4: Teams are working
Session 5: Evaluation and reflection