



A researcher career: Innovation? Entrepreneurship? Enterprise!

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Dictionary definitions

- Innovation:
 - a **new** method, idea, product etc
 - the **introduction** of something **new**
- Entrepreneurship:
 - the activity of setting up a **business** or businesses, taking on **financial risks** in the hope of **profit**
 - (Entrepreneur: a person who **starts a business** and is willing to **risk loss** in order to **make money**)
 - (Intrapreneur: a manager within a company who promotes innovative product development and marketing)
- Enterprise:
 - **initiative** and **resourcefulness**
 - **readiness to engage in daring** or difficult action

HE Definitions - enterprise...

QAA Sept 2012

the *mindset and skills*
to come up with *original ideas*
in response to *identified needs & shortfalls*,
and have the *ability to act on them*.

the *mindset and skills*
to *recognise, create,*
and *act* on
opportunities,
growing and using a
network to help

set of *skills and attitudes*
that can enable a culture of
innovation, creativity,
risk taking, opportunism...etc.
that underpins *employability,*
enables *entrepreneurship,*
intrapreneurship
and facilitates *knowledge*
exchange

Hayley 2016!

CRAC/Vitae 2007

Enterprise Cycle

