



HEINNOVATE USER EXPERIENCE CASE STUDY

Tecnocampus, Spain

HEInnovate: Stimulating Discussion and Beyond

Background

Tecnocampus is an Applied Sciences University ascribed to Universitat Pompeu Fabra. It is located in Mataró, 30 Km north of Barcelona. Tecnocampus consists of three Faculties (School of Engineering; School of Business & Social Sciences; School of Health Sciences) with around 3,700 students, a Business and Technological Park that hosts more than 100 innovative companies, and a Business Incubator.

Tecnocampus works together with local government, industry and citizens under a quadruple helix model. A wide range of education, incubation and commercial activities intersect and underpin a modern entrepreneurship environment. This is led by successful young entrepreneurs, fusing the Catalan tradition of medium-sized family businesses with a flourishing international spirit of entrepreneurship/innovation.

HEInnovate Workshop at Tecnocampus

HEInnovate was implemented at Tecnocampus via a workshop in May 2015. Participants included entrepreneurship/entrepreneurship-related teachers and researchers; academic managers; Incubator and Business Park staff, and technical staff from different units within the University. Other staff from other universities were also invited to the workshop. Prior to attending the workshop, participants were provided with details of the agenda and the *HEInnovate* tool. The workshop lasted six hours and was conducted by two facilitators from *HEInnovate*. Participants were divided into different interdisciplinary teams. There were two morning sessions and an afternoon session. In the morning sessions, attendees completed all the assessment questions and discussed the *HEInnovate* dimensions. Each attendee was required to complete the *HEInnovate* assessment individually, and then to share their answers with other team members. They were then asked to select three key insights for each dimension within their team, and these were posted to a shared panel. The facilitators summarised the findings of the different teams according to each dimension, and encouraged further interaction among participants. In the afternoon session, attendees discussed the insights identified and debated possible actions.

Results

- The face-to-face workshop fostered stimulating discussion and debate among participants;
- The presence of staff from other universities was highly valued by all participants as this offered the opportunity to share experiences;
- Using *HEInnovate* facilitated a structured debate considering all aspects of an entrepreneurial HEI;
- The integration of research on entrepreneurship into entrepreneurial teaching and learning was considered important by the teaching staff;
- The 'Impact' measurement was deemed underdeveloped in HEIs. Accordingly, it was agreed that regular monitoring/evaluation of the entrepreneurial agenda across the university was needed.

Key Takeaways

Using *HEInnovate* provided a framework to analyse the various aspects of the HEI; identified needs and areas for improvement. Potential actions were discussed in the workshop, but no clear action plan was set. Thus, although workshop discussions were stimulating and encouraged an entrepreneurial spirit, a more systematic action plan would have been useful in suggesting next steps and ensuring regular monitoring and follow-up.