

# **Co-creative Learning Purpose Driven Business by ‘Knowing’, ‘Doing’ and ‘Being’**

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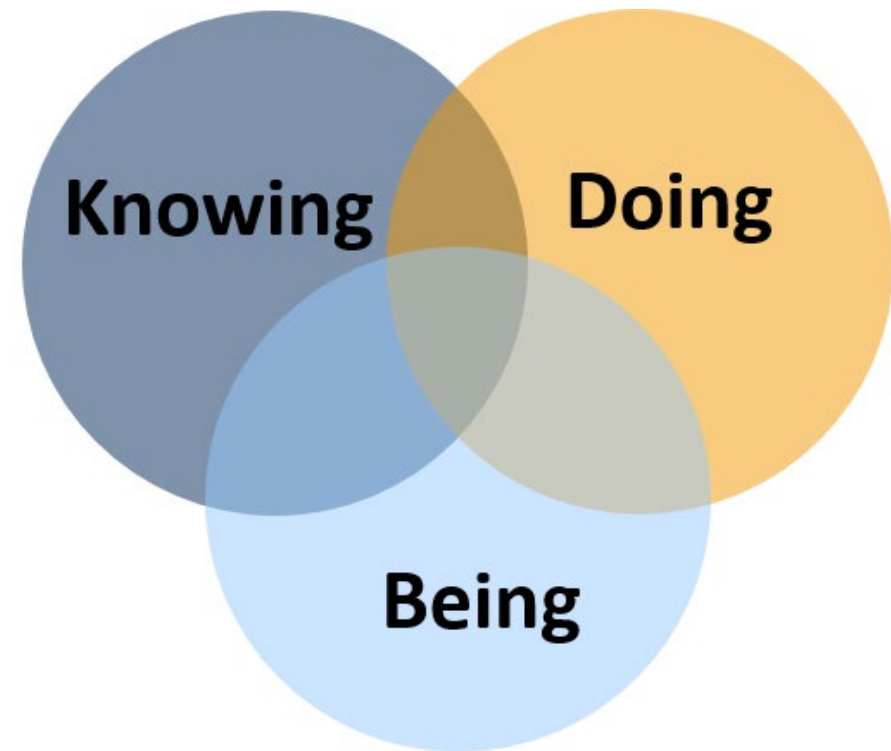
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# Napier graduates leading business for good



# Knowing, Doing and Being



# Pilot Journey So far

## Semester 1

- ✓ 27 participants through 3 phases
- ✓ Invited cross-disciplinary colleagues
- ✓ Designed 7 real-world challenging case studies
- ✓ Resulted in: dissertation, business solutions, live case studies, networking, curriculum-engaged business partners, innovation voucher (5K), Processing IP registration (Scottish Enterprise)

## Semester 2

- ✓ over **80/165** participants for mini-conference day
- ✓ Students-led
- ✓ Resulted in:
  - Establishing a 'Think-Tank' led by students
  - Setting up a research unit of 'purpose-driven' organisations
  - Signatory for Principles for Responsible Management Education (PRME)
  - Challenge-based coursework from direct learning and engaging with industry



14:00-16:30  
March 13, 2019 (Wed)

## Next Generation Business: Shaping A New Economy

The global movement to use business as a force for good

The Riady Lecture Theatre  
Edinburgh Napier University  
Craiglockhart Campus

BOOK HERE:  
[brightredtriangle.co.uk/events/](http://brightredtriangle.co.uk/events/)

HOSTED BY:  
Edinburgh Napier University

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Bright Red Triangle, SCOTLAND CAN BE, Lab, SCOTLAND 2030



# Challenges

- Crafting the future change makers versus conventional curriculum structure
- Developing a quality assurance framework of integration of 'doing', 'thinking and 'being'
- Resources - timetabling, start-up funds to test innovative ideas for students group projects, administration, signing in the full usage of Mentimeter.com, the budget for student led blogs/website, student interns,
- Autonomy versus compulsory ? – uncertain uptake
- Accreditation in the transcript (academic and non academic or integrated?)

# Conclusion

- ✓ Rewarding for staff, students and thought leaders
- ✓ Making learning alive, actively and purposeful
- ✓ Created new knowledge through alignment of 'knowing', 'doing' and 'being'
- ✓ Providing integrated solutions to complex problems
- ✓ Improvised 'cooking' and surprises

