



## Progressing Pedagogy for a Post-Industrial Era of Entrepreneurship

By Rosemary Lucas

GRIN Publishing Jan 2016, 2016. Taschenbuch. Condition: Neu. Neuware - Academic Paper from the year 2012 in the subject Pedagogy - Higher Education, grade: Post Doctoral, University of Teesside (Teesside University Business School), course: NA, language: English, abstract: This paper looks to 'The Institute of Digital Innovation' (IDI), based in the North East of England. Being a recently conceived establishment the IDI has developed a forward-thinking pedagogy that supports and equips budding entrepreneurs with the necessary skills for commercial success, and is thus in keeping with current policy rhetoric that future economic growth will depend on private enterprise. But perhaps more importantly, these authors argue, the IDI embodies a broader vision than the health of the economy alone; it both reflects and projects a changing culture in which the signature of success lies less in 'quantity' (wealth and conspicuous consumption) but in 'quality', which Inglehart defines as 'belonging, self-expression, and the quality of life' (1990, p.11). Drawing on qualitative primary data provided by both IDI staff and Fellows, we conclude that a more culturally relevant approach to education is called for: Innovative and progressive pedagogical thinking will provide an educational model better equipped to accommodate both a sustainable economy, and...



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