

Entrepreneurial Development in Higher Education (EDHE)

Introduction

The Student Entrepreneurship Week (SEW) is an event brought to universities by the Entrepreneurial Development in Higher Education (EDHE) of Universities South Africa (USAf). Each university creates its own programme for the SEW and has to host the event in the months of August or September.

We received sponsorships from various parties. Although this event was planned by the students, some invaluable partnerships were made along the way that we ought to acknowledge in this report. They include the EDHE, the Unit for Community Engagement, Tuks Novation and Career Services. We also received a lot of support from various staff members.

Link to the SEW@Tuks 2019 webpage: bit.ly/sewattuks
Instagram: [tuks_sew](https://www.instagram.com/tuks_sew)
Facebook: [Tuks S.E.W](https://www.facebook.com/Tuks.S.E.W)

Challenges

Tuks Entrepreneurs Amazing Race

The objective of the event was to challenge student entrepreneurs to complete entrepreneurial tasks around the University.

Tuks Alumni Entrepreneurs Panel Discussion

The team invited four alumni members and one active student who are entrepreneurs to a panel discussion,

where they shared information about their entrepreneurial journey to an audience of students interested in entrepreneurship.

Pitching Competition

Students were invited to submit five-minute pitching clips telling us about their businesses. The prize of R10 000, which was sponsored by the Unit for Community Engagement, is awarded to the winner in cash so that they can further their business. In addition to the R10 000, the winner receives a three-hour expert session sponsored by Tuks Novation.

The Q&A session was one of the most empowering events of the week. Not only did the judges ask questions, they mostly gave constructive criticism to the students on how to better their businesses. During the judges' orientation, the judges were told to follow up the commitments they make to the student businesses by handing the students their business cards, so that the students can follow up.

Impact

Unique to the University of Pretoria's SEW is that the students planned and executed it; hence their tagline: "For the students, by the students". The students were unsuccessful in planning the SEW for the year 2018 due to the unavailability of venues. The team was encouraged to plan much earlier for SEW 2019 and booked the venues ahead of time as soon as the event was approved and marketed the event

through posters, social media and a webpage. Currently, the Sew@Tuks 2019 webpage reports 826 visits and 319 clicks.

The University has great potential for student entrepreneurship growth and there is a surging need for entrepreneurial activity from the students. The SEW will become an annual event at the University of Pretoria as we need to boost, support and give direction and opportunities to our up-and-coming student entrepreneurs.

