Entrepreneurship Education KPI Tracking Tool

Co-funded by the European Union

Entrepreneurship Education
START DSP
Digital - Sustainable - Profitable

Introduction

The Entrepreneurship Education KPI Tracking Tool is a resource designed to help universities evaluate and enhance their entrepreneurship education. It provides a structured yet flexible framework that allows institutions to establish and measure their progress according to different KPIs.

The set of KPIs included in this tool have been proposed based on The Princeton Review Entrepreneurship Ranking Methodology and insights from academic papers that propose measurements for entrepreneurship education, ensuring a well-founded and comprehensive approach to assessment. These indicators reflect key aspects of entrepreneurship education, from academic offerings to alumni success.

It is important to mention that universities can adapt the tool to their specific needs by selecting the most relevant KPIs, defining their own targets, and even adding new indicators as needed. The tool serves as a recommended starting point, offering flexibility to align with the unique goals of each institution.

The tool contains:

- Suggested KPIs across eight categories, allowing universities to track performance or introduce their own indicators. The predefined categories include:
    - Academics and Program Offerings
    - Student Engagement and Participation
    - Faculty and Institutional Support
    - Alumni Entrepreneurship Success
    - Financial Resources and Sustainability
    - Entrepreneurship Ecosystem and Partnerships
    - Experiential Learning and Competitions
    - Digital and Technological Integration
- Institutions can define their own performance targets to align with strategic goals.
- Universities can assign responsibility of each KPI to specific departments.
- The tool automatically tracks progress, calculates deviations, and highlights areas requiring attention.
- Universities can document achievements by attaching links, files, and reports to support performance tracking.

How to Use the Tool

1. **Download the Excel File: Ensure macros are enabled for full functionality.**

2. **Explore the Dashboard**:
   a. Open the Excel file and review the available KPIs in the 'Overview' sheet.
   b. The 'Overview' sheet provides a summary of all recommended KPIs.
   ⚠️ **Do not modify the structure** of the “Overview” sheet, as it is linked to other sheets.

3. **Set Up the tool:**
Navigate to the 'Set Up' sheet to customize the tool according to your institution's needs:
   a. **Select KPIs**
      - Identify the KPIs you want to track based on your institutional priorities.
   b. **Add Departments**
      - In **column A**, list the university departments involved in achieving the KPIs.
   c. **Define KPI Categories**
      - In column C add or adapt the categories used to classify KPIs
   d. **Add Multiple KPIs at Once**
      - Columns H to M allow you to add multiple KPIs belonging to the same category simultaneously.
      - If the default KPIs are not relevant, you may delete them (Sheets I(1) to I(37)) and use this setup option to create new ones.

4. **Customize Individual KPI Sheets:**
Once KPIs are selected, configure each KPI in its dedicated sheet (I(1), I(2), …):

   a. **Description (Cell C5):**
      - Briefly describe the indicator (e.g. This indicator measures the number of finance-focused entrepreneurship courses with 5 ECTS).

   b. **Measurement (Cell C6):**
      - Explain how the KPI is measured (e.g. *by counting the total number of accredited finance entrepreneurship courses delivered during the reporting period*).

   c. **Deadline (Cell C9):**
      - Indicate when the KPI should be achieved or reported.

   d. **Responsible Department (Cell C10):**
      - Select the department(s) responsible for achieving the KPI.

e. **Contributors (Cell C11):**
   - ➢Indicate any supporting departments.

f. **KPI Target Setting:**
   - ➢If the KPI target is **shared across departments**, enter the total target in **Cell D19**.
   - ➢If **individual departments have separate targets**, enter them in **Column D starting from Row 22**.

g. **Track Achievement:**
   - ➢Enter progress values in **Column E**.
   - ➢The **achievement level is automatically calculated** in **Column F**.

5. Monitor and Track Progress:

a. Regularly update KPI sheets with new data.

b. Utilize the automated calculations to track performance and trends.

c. Add supporting information such as **notes, evidence, and the last update date** where relevant