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***Topic: Redesigning Entrepreneurship Education***

Joan is the Assistant Director, International Centre for Transformational Entrepreneurship (ICTE) at Coventry University. Formed in 2015, the Centre evolved from the Institute of Applied Entrepreneurship (IAE). She joined the IAE in 2009 and transferred to ICTE maintaining responsibility for the development and delivery of its academic programmes.

Joan has worked in Higher Education for 15 years, prior to which she worked in industry (in product development, testing and certification) for over 10 years and consultancy for 12 years. Her teaching experience covers the full spectrum of accredited and non-accredited programme (undergraduate; postgraduate to doctoral level; professional development and vocational). She is experienced in enterprise education, leading on the development of the Masters in Enterprise and Entrepreneurship Education and co-delivering the International Enterprise Educators Programme (IEEP). Joan has developed a range of modules that support enterprise and entrepreneurship skills development in undergraduates and postgraduates, regardless of discipline.

Joan has successfully delivered / contributed to a number of European projects, with a total value of over 5 million Euros, including:

- KNOW-ECO (2011-2013) ERDF, INTERREG IVC Mini-programme DISTRICT+ (Project Leader)
- European University Enterprise Network - EUEN (2011-2013) (Project Leader)
- Innovation University Enterprise Network- I-UEN (2011-2016)
- TRADEIT (2013-2016) an FP7 Project (Work Package Lead: Technology Transfer)