Policy Brief

Title: Enhancing Entrepreneurial Mindsets through Generative AI: A Dual-Framework Approach for Future-Ready Learning
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Purpose of This Brief

This policy brief presents key findings and recommendations from an EEUK-funded project exploring how Generative AI (GenAI) can be embedded ethically, critically, and effectively within enterprise education to develop entrepreneurial mindsets. The project developed and implemented an AI-enabled dual-framework learning model, integrating the EntreComp Framework (15 competencies) with Dooyeweerd's 15 Aspects of Everyday Life. This was supported by a practical educator toolkit, including structured AI prompts, reflective templates, responsible AI guidelines, and assessment tools. The approach was applied across three modules, engaging 132 students, 11 academic staff, and 23 business leaders.

Key Findings

Structured AI Integration Enhances Learning Quality

GenAI significantly improved student creativity, collaboration, and engagement. However, impact was strongest when AI use was guided by structured prompts and reflective frameworks, rather than used independently.

Critical and Ethical Thinking Improved

Students demonstrated stronger ability to:

- evaluate AI-generated ideas
- identify risks and assumptions
- reflect on ethical, social, and real-world implications

This shift moves learning beyond idea generation towards critical evaluation, judgement, and decision-making.

The Dual-Framework Model Strengthens Pedagogy

Integrating EntreComp with Dooyeweerd enabled:

- alignment between skills and values
- deeper, more structured reflection
- more responsible and context-aware entrepreneurial thinking

Educators Require Practical Tools, Not Just Awareness

While many educators are already using GenAI, they lack:

- structured prompt libraries
- reflection tools
- clear guidance on ethical and responsible use

- assessment frameworks

Industry Emphasises Human Judgement Over Automation
Business leaders highlighted that while AI improves efficiency, the most valued capabilities remain:

- critical thinking
- ethical awareness
- decision-making
- human judgement

The Innovation
This project delivers a **complete, scalable toolkit for AI-enabled entrepreneurial learning**, including:

- AI Prompt Library (aligned with EntreComp competencies, with embedded prompts supporting ethical and reflective consideration)
- AI-Enabled Dual-Framework Reflective Template (integrating EntreComp and Dooyeweerd's 15 Aspects)
- Responsible AI Use Guidelines
- AI Usage Declaration Template (student transparency)
- AI Usage Assessment Rubric (for evaluation and feedback)

These components create a coherent system linking AI use, competency development, and ethical reflection.

Policy Recommendations

1. Shift from Tool Adoption to Pedagogical Integration
AI should be embedded within **structured learning models**, not used as a standalone tool.

2. Embed Dual-Framework Approaches in Curriculum Design
Enterprise education should integrate:

- competency development (EntreComp)
- ethical and value-based reflection (Dooyeweerd's 15 Aspects of Everyday Life)

3. Develop Practical AI Toolkits for Educators
Institutions should prioritise:

- prompt libraries
- reflection templates
- responsible use guidelines
- assessment frameworks

4. Align Assessment with AI-Enabled Learning
Assessment should evaluate:

- critical thinking
- ethical awareness

- decision-making

5. Prioritise Responsible and Transparent AI Use
Institutions should implement:

- AI usage declarations
- clear ethical guidelines
- student training on AI limitations and bias

Conclusion

Generative AI presents both opportunity and risk for enterprise education.
This project demonstrates that when AI is embedded within a structured, competency-driven and value-based framework, it can enhance not only creativity but also judgement, responsibility, and entrepreneurial capability.
The focus must shift from using AI to generate answers to using AI to develop critical, reflective, and ethically grounded entrepreneurial decision-makers.

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