



# ENTREPRENEURSHIP EDUCATION KPI TRACKING TOOL

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# 01 | 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 educational 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 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 for 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.



## 02 | 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.
  - c. Avoid modifying the structure of this sheet directly.
3. **Set Up the tool:**
  - a. Navigate to the 'Set Up' sheet to customise the tool according to your institution's needs.
  - b. Add or modify KPI categories to align with institutional priorities.
  - c. Define and add relevant departments that will be responsible for each KPI.
4. **Determine Relevant KPIs:**
  - a. Identify the KPIs that align with your institution's goals.
  - b. If a KPI is not needed, simply delete the corresponding sheet.
  - c. If additional KPIs are required, add them following the instructions in the 'Set Up' sheet.
5. **Customise KPI Details:**
  - a. Once the required KPIs are determined, customise their individual sheets.
  - b. Define performance targets, deadlines, responsible departments, and other initial details.
6. **Monitor and Track Progress:**
  - a. Regularly update KPI sheets with new data.
  - b. Utilize the automated calculations to track performance and trends.
  - c. Add relevant documentation, such as links, reports, or images in the 'Evidence for Achievement' section.

