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YORK ST JOHN UNIVERSITY

LONDON

Enterprise Academy



The Experience

The Enterprise Academy at York St John University is crafted to nurture entrepreneurial skills and innovative thinking. Launched to foster impactful social innovation, EA combines online and in-person sessions, including discussions, workshops, Reflection sessions and an in-depth review of the London start-up ecosystem. Participants will tackle real-world business and community issues, creating innovative solutions. EA also focuses on leadership development, enhancing skills like communication, negotiation and change management. Whether aiming to start a business or enhance their career, students will gain valuable tools and knowledge for success.

In the first part of EA you will cover Enterprise Foundations. You will then follow a pathway of your choice during the last phase of EA.

You will cover the following pathways. Starting with Enterprise Foundations.

Enterprise Foundations

- Self-understanding
- Ideation
- Market research
- Target audience
- Value proposition
- Business models
- Project planning
- Marketing
- Legal

Enterprise Pathway

- Forecasting costs
- Pricing strategies
- Sources of funding
- Investor decks
- Presentation skills
- Planning for growth

Leadership Pathway

- Introduction to leadership
- Leadership styles
- Leader characteristics
- Micro moments and emotional intelligence
- Handling difficult conversations
- Personal branding
- Power, influence and negotiation
- Followership
- Authenticity and confidence
- Strategy development and driving change

Technical Pathway

- Data visualisation and python basics
- Data visualisations tools and practise
- Machine learning for business
- Javascript fundamentals
- App development principles
- Application prototype design
- Modern development frameworks
- Types of modern devices



The Enterprise Zone

The Enterprise Zone is the physical manifestation of our commitment to the entrepreneurial advancement of our campus, providing opportunities and resources for you to experiment and expand your horizons.

Become the creator you've always wanted to be in our Content Creation Studio, complete with backdrop, green screen, alongside commercially competitive camera, mixer and microphones.

Engage in the enterprising ecosystem of events and opportunities through connecting with our members in The Dock, our on-campus co-working space designed for productivity, collaboration, and social progress.

Bring your learning to life in the MakerVerse. Here you can immerse yourself in a world of discovery and experimentation with our VR headsets, reimagine your presentations using our poster printer or create models and prototypes with our state-of-the-art 3D printers.

For any enquiries regarding The Enterprise Zone email us enterpriseacademy@yorksj.ac.uk for any enquiries.

Are you interested in finding out more about Enterprise Academy?

Why not come to one of our info sessions to get more details. Contact Haider for more information







Haider Ali
Enterprise Academy Project Lead

Haider Ali is the Enterprise and Innovations Officer at York St John University London, dedicated to fostering entrepreneurial talent and innovation within the student community. With a solid academic foundation in International Business from his undergraduate studies, Haider has seamlessly blended his passion for business with a commitment to social impact.

During his time at university, Haider launched an online travel brokerage, building the business from the ground up to serve high-net-worth individuals and sponsoring large charity events, including world champion boxer Amir Khan's AK Foundation. This endeavor not only honed his entrepreneurial skills but also underscored his dedication to giving back to communities in need.

Haider boasts an extensive background in higher education, having worked closely with numerous startups across various universities. He has coached business founders, aiding them in developing their entrepreneurial grit and crafting effective branding, content and social strategies to elevate their online presence. At his previous role, Haider was instrumental in creating a comprehensive student-facing entrepreneurship programme, designing and implementing a portfolio of seminars, workshops and competitions to engage and inspire the university population.

Currently, Haider manages the Enterprise Academy at York St John University London, ensuring its smooth day-to-day operations and striving to provide an enriching student experience. Alongside his work in entrepreneurship education, Haider has built a strong track record in content creation, digital strategy and audience growth. He has successfully launched and scaled podcasts and digital platforms that have reached hundreds of thousands of people globally and generated millions of views across social media. His experience includes hosting shows on BBC Radio, where he led lifestyle and culture-led conversations for the South Asian diaspora. In addition to presenting, Haider has worked closely with brands and creators to develop digital strategies, optimise content, and drive sustainable audience growth, combining creative insight with a clear understanding of platforms, analytics, and online communities.

Driven by a goal to enhance the student experience, Haider is committed to ensuring that every aspiring entrepreneur at YSJ leaves with not only a qualification but also valuable entrepreneurial skills that will benefit them throughout their lives. His student-first approach ensures that the needs of the students are always met by the enterprise team.





My goal is to make the student experience for all aspiring entrepreneurs at YSJ one of immense value. I want to ensure that by the time a student has finished their degree, they are leaving with not only a qualification but also entrepreneurial skills that they will carry for life. I am always here to put the student first and ensure that their needs are met from the enterprise team.



Dr. Muhammad Salman Shabbir
Senior Lecturer in Entrepreneurship and Innovation

Dr. Muhammad Salman Shabbir is a Senior Lecturer in Entrepreneurship and Innovation at York St John University's London Campus. Dr. Salman is the Director of the BS Business & Computing program and serves as the School Knowledge Transfer and Research Co-lead at the London Campus. He has had a significant and influential academic career, with a focus on entrepreneurship and innovation in higher education.

Dr. Salman earned his PhD from the AACSB-accredited School of Business Management at University Utara Malaysia. This is where he began his dedication to advancing knowledge and practice in entrepreneurship and innovation. Over the years, he has taken on roles with growing responsibilities at several prestigious international institutions of higher education, including Universiti Brunei Darussalam (UBD) and Dhofar University in Oman. From 2019 to 2023, during his time at Dhofar University, Dr. Salman made substantial contributions by developing modules, implementing experiential learning techniques, and securing major research grants.

Previously, Dr. Salman completed postdoctoral research at the University of Utara Malaysia (2017-2018) and the School of Management at the University of Sains Malaysia (2018-2019). Early in his career, he demonstrated his leadership skills as the Management Director (MD) for Pakistan's LEADS Group, where he managed educational institutions such as Lahore Leads University, the Leads Group of Colleges, and The Leads Schools System.



Dr. Salman has published over 70 scholarly works, including research articles, conference papers, and book chapters. His work has been featured in journals indexed by Web of Science, ABS, ABDC, and Scopus, showing his strong involvement in advancing academic research. He is also an active member of the global academic community, participating in professional organizations like the Academy of Management, British Academy of Management, the American Marketing Association, and both the Canadian and European Councils for Small Business and Entrepreneurship.

Additionally, Dr. Salman has served as a Guest Editor for several Scopus and Web of Science-indexed journals. He also regularly reviews papers for prominent international journals, which demonstrates his commitment to maintaining high standards in academic research.

Dr. Salman is a Senior Fellow of the Higher Education Academy (SFHEA) United Kingdom, which recognizes his dedication to teaching excellence in accordance with the UK Professional Standards Framework for Teaching and Learning Support in Higher Education. He also holds the Certified Management & Business Educator (CMBE) credential, awarded by the Chartered Association of Business Schools (CABS) in the UK. Additionally, Dr. Salman earned the title of Certified Entrepreneur Educator through the Price-Babson Symposium for Entrepreneurship Educators (SEE-Batch 48) at Babson College in Massachusetts, USA, further highlighting his expertise in entrepreneurship education. He is also certified in Case Teaching from Harvard Business School, MA, USA.

Throughout his career, Dr. Muhammad Salman Shabbir has demonstrated a strong commitment to academic excellence, innovative research, and the development of future leaders in entrepreneurship and innovation. In addition to his wide range of experience, significant scholarly contributions, and recognized qualifications, he is a leading figure in entrepreneurship education.



Industry Led and Delivered

It’s our EA mentors who really drive the impact and success of the initiative. Our mentors range from founders, entrepreneurs, certified coaches, and business advisors flooding EA with years of experience, specialised industry knowledge and a strong understanding of the start-up ecosystem. Meet the mentors behind the experience!



Morton Patterson

Enterprise Academy Mentor and Founder

Morton Patterson is the founder of Morton Patterson Consulting (MPC). An accomplished consultant with a background in IT, he has worked with both large and small companies in the private and non-profit sectors as a Business Consultant, Coach, and Facilitator.

With over 20 years of experience, Morton specialises in helping business owners and independent professionals develop strategic plans and implement value-based pricing. His work has clarified positioning, increased confidence, and improved client profits.

Morton created the “Know Your Value Framework,” which helps individuals develop their confidence and self-worth and assists professional service businesses in implementing value pricing and building value-based relationships. He has collaborated with Canary Wharf Group, Grant Thornton, GLE, and East London Business.

He is a writer and publishes a weekly blog called “The Business of Value Memo,” covering topics such as “How to Increase Your Fees Without Losing Clients” and “Value Pricing for Business Owners.” He will publish his first book about personal and business value later this year.

Since 2021, Morton has been a dedicated mentor at York St John, where he finds joy in guiding students in both live and online settings, sharing his wealth of knowledge and experience.

Morton lives in East London with his wife. In his spare time, he is a voracious reader and enjoys listening to podcasts and watching movies.



Hawaa Budraa

Enterprise Academy Mentor

Hawaa Budraa is an entrepreneur driven by resilience, innovation, and a commitment to shared learning. As the founder of evey, Hawaa has successfully built a business defined by strong culture and growth—a direct result of applying the critical insights gained during her first venture in health tech.

Hawaa’s path has been defined by adaptability. After graduating with a First Class degree in Biomedical Engineering and navigating the dissolution of her first startup during COVID-19, she emerged with a unique toolkit: the ability to build, pivot, and scale under pressure. She is now focused on mentorship, using her journey to provide students with a practical blueprint for navigating the challenges of modern business, team building, and leadership from the ground up.



Dan Awais-Dean

Enterprise Academy Mentor

Dan Awais-Dean is a serial entrepreneur, startup advisor and founder of Fractional Founders, a platform that deploys experienced founders and operators into businesses on a fractional basis to help solve their most pressing growth, commercial and strategic challenges. He works closely with founders and leadership teams on areas including customer validation, go-to-market strategy, business models, fundraising and early-stage growth.

Previously, Dan founded EverKnock, an AI-powered PropTech startup created to reimagine the home-buying experience. During his time as founder, EverKnock raised investment, built partnerships across the property industry and received a number of entrepreneurship and startup awards, including Consumer Services Startup of the Year at the Startup Awards UK. He has since advised and supported numerous ventures across property, fintech, technology and digital services, bringing a practical founder-to-founder perspective shaped by first-hand experience of building companies, raising capital and navigating the realities of early-stage growth.

A trained Economist, Dan began his career in financial markets, spending several years as a Derivatives Trader specialising in options at leading financial institutions. His combination of economics, financial markets and entrepreneurial experience gives him a broad perspective on strategy, risk, commercial decision-making and innovation.

Alongside his own ventures, Dan is passionate about developing the next generation of entrepreneurs. He mentors founders, delivers startup and customer-discovery workshops and has taught entrepreneurship and enterprise to postgraduate students, helping aspiring founders turn ideas into commercially viable businesses.

Outside of business, Dan is the Founder and Chairman of the Junior section of Murton Rovers, a grassroots football club where he has helped build a growing junior programme focused on participation and long-term player development.

Dan lives by the beach on the Gower Peninsula in South Wales with his wife, three sons and their dog, Monty. When he is not building businesses or coaching football, he can usually be found playing football, golf or making the most of life on the Gower.

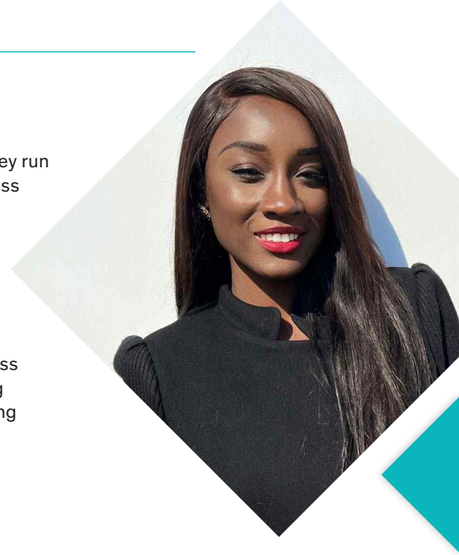


Anita Nayyar (Msc.)

Enterprise Academy Mentor

Anita is a Social Psychologist who works with start ups, SMEs and established brands to co-create products and content with the end users they are intended for. She has worked in Innovation and market research departments for over 15 years with brands like Orange, McDonalds, Abbott and Air France KLM. And has helped smaller startups co-develop go-to market concepts with their target audience.

Anita trains small businesses and research agencies in consumer psychology, games for market researchers, research design, client management and creative thinking for innovation. She also works with clients to diversify and better include and represent minoritised audiences.



Zoe Garshong

Enterprise Academy Mentor

I am the founder of the award-winning social enterprise called Ms Independent Careers. They run career confidence programmes for young women in schools, colleges, and universities across the country. My company has impacted over 6,000 young women in over 60 educational institutions and collaborated with companies such as Domestic and General, Metro Bank, Barclays and many more. Recognising the unique obstacles faced by young women in their professional journeys, I created Ms Independent Careers to provide them with the tools, knowledge, and support they need to excel.

Moreover, my expertise extends beyond empowering young women. As an economics graduate, I have a passion for helping others conquer the challenges that come with business and entrepreneurship. I am also deeply committed to supporting entrepreneurs and helping them navigate the complexities of the business world. My vast knowledge and understanding of economics provide a solid foundation for assisting aspiring entrepreneurs in overcoming challenges and achieving success.



Peter Ptashko FRSA

Enterprise Academy Mentor

Peter is a social entrepreneur, funder and sustainability expert and CEO of Cambio: House of Social Change, a world-leading sustainability consultancy working with a range of clients across the Public and Private sectors. He holds a series of leadership and board-level positions across these two sectors.

He has 15 years of experience working in the field of Social Enterprise and Sustainability globally, having launched his first venture back in 2005 – raising £25,000 in only 7 hours. Since then he has worked for UnLtd: the UK foundation for social entrepreneurs, supporting thousands of social entrepreneurs to start and grow their businesses across (in particular) the Youth and Education sectors, securing an investment of almost £10m for universities across England, in collaboration with the UK Government.

He is the former Director of the Global Social Entrepreneurship Network (GSEN), leading its 60 members in over 70 countries to better support social entrepreneurs around the world – providing them a voice and capacity to flourish wherever they may be. Before this he was based in their Mexico City office, with a focus on Impact Investment across Latin America.

He launched Cambio: House of Social Change in 2019 as a response to the growing need for mainstream, high quality, internationally-informed and tailored support to social entrepreneurs in the UK, and beyond. He is a specialist focus in Higher Education and is a Social Entrepreneur in Residence at a range of top universities – including Coventry, Kingston, Warwick, Leeds and Imperial. He lectures in impactful business at a variety of universities and business schools, including UCL, Manchester, Westminster, York St. John, Kingston, Bedfordshire and Ravensbourne.

He was born in Nottingham, but now lives in London with his partner, but travels regularly both nationally and internationally, having worked in and visited over 60 countries around the world. He is a Fellow of the Royal Society of the Arts (FRSA) and has a range of interests, including: Education, Politics, Economics, Sport, Music & Performance. He is passionate about mental health, human rights, LGBTQ+ communities and Ukraine - where half his family is based.



Yehya Al-Khairi

Enterprise Academy Mentor

Yehya is a computer engineer, entrepreneur, and postgraduate in entrepreneurship at the University of Cambridge. He teaches leadership and communication at York St John University London and delivers the MVP Bootcamp at City Ventures in partnership with City, University of London.

His career has taken him through Samsung, Omnicom, Intuit Mailchimp, and Pernod Ricard, and much of what he teaches comes from those years: the pitches that landed and the ones that did not, the meetings that changed direction in a single sentence, and the practical realities of influencing people, communicating ideas, and getting decisions made.

With an engineering background and a career spent on the commercial side of business, Yehya brings a structured way of thinking. He is particularly interested in taking complicated ideas apart, finding what matters, and putting them back together in language students can understand and act on.



Natalia Nicholson

Enterprise Academy Mentor

I am a dynamic and visionary leader in the world of digital business. With a passion for technology and a keen understanding of its transformative power, I have carved a remarkable path in the industry. As the CEO of a thriving community called Women In Digital Business and A Digital Marketing Consultant, I not only spearheaded ground-breaking campaigns for global brands but also championed diversity and inclusion in the tech sector. My commitment to fostering innovation, nurturing talent, and breaking down barriers has earned me recognition as a trailblazer in the digital business arena.

My journey is a testament to my unwavering dedication to staying at the forefront of digital trends and my ability to anticipate market shifts. My thought leadership has been instrumental in guiding businesses through the ever-evolving digital landscape, and my influence extends beyond the boardroom. As a sought-after speaker and mentor, I empower the next generation of women in digital business, inspiring them to push boundaries and seize opportunities in the digital age. With me leading the way, the future of digital business is brighter and more inclusive than ever before.

Contact Details

For any enquiries about Enterprise Academy please contact us via the Student Hub using the QR Code

Or contact enterpriseacademy@yorksj.ac.uk for anything else

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