

Reinvigorating Curriculum Design

Case Study



Project title: Starting up 'Exploring Enterprise' workshops (Enterprise Clubs)

Building on the [Peter Jones Enterprise Academy](#) initiative, the College wanted to establish a wider enterprise presence across the curriculum, this project aimed to establish 'Exploring Enterprise' workshops to develop the enterprise skills of both learners and teaching staff.

Worth reading if you are interested in:

- Enterprise
- Curriculum planning and design
- Employer engagement

Contact information

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Participating organisation:
Chichester College

What the project set out to do and why

The starting point for the project would be the establishment of 'Exploring Enterprise' workshops which would be made available to learners from across the College that wanted to develop their enterprise skills. The workshops would also provide the opportunity to up-skill teaching staff who wanted to make a contribution to enterprise education. This would increase the College's capacity to deliver a much more ambitious programme of enterprise learning across the curriculum from September 2012.

The 'Exploring Enterprise' workshops would be weekly sessions, held over the lunchtime period on a Friday. The sessions would have a distinct theme each week and would bring in speakers and contributions from local businesses.

In addition, an 'Enterprise Lane' exhibition, to be held in the College, was planned for March 2012. The exhibition would include trade stalls from current / previous students and local business organisations exhibiting their services and products. It would also feature a programme of enterprise activities, guest speakers and 'bite-size' workshops presenting short inputs on different aspects of establishing a business or developing

business ideas.

The final stage would be to start establishing an 'enterprise culture' across the College, as it has a high number of vocational students who are likely to become self-employed.

What the project has achieved so far

The workshops began in February 2012 and will run through to the summer term. They have been well attended by a range of learners keen on establishing their own businesses. Interestingly, the sessions have been particularly well attended by Level 1 Art and Design Diploma learners that have an enterprise unit as part of their qualification. Their tutors have also attended the sessions, providing guidance and support to learners and, at the same time, developing their own knowledge and skills in this area.

The structure of the sessions is very much geared towards learner involvement. In the one-hour session, the learners go through the main elements of the week's theme, developing their underpinning knowledge of business concepts and quickly applying these to their own enterprise ideas. At the end of the session, learners are able to access one-to-one support from the tutor in relation to their own enterprise projects. The sessions are alive with ideas and approaches and the College is beginning to see some of the business ideas coming to fruition including: a T-Shirt design; a business providing bespoke transfer designs for skateboards, camper vans and other vehicles; and a new product in the form of an iPhone stand.

The themes for the sessions are:

Session 1: Why start up in business and how can I be successful?

Session 2: Start-up costs, budgets and legalities.

Session 3: Developing business ideas using creative thinking.

Session 4: Mission, core values and ethics.

Session 5: Who is the target market and what routes to market?

Session 6: Importance of business planning.

Session 7: How to manage cash-flow, mark-up and margin.

Session 8: Branding, logos and strap-lines.

Session 9: Managing my resources – when should I recruit and how?

Session 10: Business development and exit strategies.

The 'Enterprise Lane' exhibition took place in March 2012 and was successful in promoting the concept of enterprise across the College. Current and past learners exhibited their businesses, transforming a corridor into a market place for budding businesses. The bite-size sessions were well attended and provided some useful advice and guidance on different elements of business. Local businesses exhibited, benefitting from being able to find out about what the College has to offer them.

What the project still needs to do

The 'Exploring Enterprise' sessions will run through to completion and will be evaluated for their effectiveness using the learner evaluations that are taken after every session.

This is the start of an ambitious plan to significantly enhance the enterprise provision across the College. Next year, the plan is to offer an enterprise entitlement for at least 40% of the learners in the College leading, in some cases, to a specific enterprise qualification. This will require a programme of staff development and the enterprise workshops have provided an important template for this work. The materials, together with the lessons from the experience, will be shared with the wider College and with an association of colleges in the South East Region.

What the project wants to share with other schools, colleges and training providers

The following resources are available in a zipped resource folder accompanying this case study:

- Promotional material designed by staff and students.
- Samples of learning materials from the 'Exploring Enterprise' workshops:
 - Session 1: Why start up in business;
 - Session 3: Developing business ideas using creative thinking.

Key learning points

- Learners have been very positive about the support they have received through the sessions and value the input and opportunity to develop their ideas.
- It is important to avoid a didactic approach; sessions should be designed to enable learners to apply knowledge and concepts to their own ideas. This is ensured through small scale inputs followed by applied, active learning opportunities.
- Enterprise must feature as a cross-curricular theme so that all learners are thinking about the opportunities that enterprise learning provides and the skills that can make them more effective in employment, self-employment or when establishing their own business.