**Fife College**

**Enterprise Strategy**

**2020 - 2022**

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**Contents**

[1 Background and Context 4](#_Toc35869558)

[2 Proposal and Recommendations 5](#_Toc35869559)

[3 Next Steps 6](#_Toc35869560)

[4 Action Plan 8](#_Toc35869561)

# Background and Context

## 1.1 Background

The “Scotland Can Do “ agenda launched by the Scottish Government on 2013 sets out a very ambitious and challenging aim for Scotland to become one of the World’s leading entrepreneurial nations. Perhaps not such a challenge as history can identify many Scots who have led the in the World on Enterprise and Innovation. For Fife College to play a role in this ambition we require to equip our graduates at whatever level they leave college with the mind-set and skills that will enable them to take an entrepreneurial approach to their future careers.

Today’s Graduates future careers are different, The Institute of Directors, Scotland identify that a Graduate will have in the norm 1 to 6 career changes in their working Life. Many of these Graduates will require starting their own business as less large employers recruit. It is therefore imperative Fife College equip our Graduates with key employability skills including Business Management, Digital Literacy and developing an Entrepreneurial Mind-Set never more so as the economy tries to recover after the COVID 19 pandemic.

The Scottish Government continues to emphasise that increasing sustainable economic growth should be the main purpose of all public agencies in Scotland. Enterprise is crucial to achieving this vision. Future economic success will depend on our ability to develop a culture that both encourages and values enterprise, and that provides a supportive environment for entrepreneurial activities. This will mean coordinated action across many areas from education, through encouraging business start-up, to building long-term sustainable businesses with enterprising employees.

This links to the Fife Economy Partnership Economic Strategy 2017 – 2027, Fife College’s strategic aims and the Culture of Enterprise Framework. By striving to change the culture and attitudes of students, ensuring appropriate provision is in place to support the enterprise & entrepreneurial journey and creating an environment that creates and supports enterprise and entrepreneurship, Fife will become a dynamic, innovative and enterprising area that values and provides opportunities for individuals with the drive to succeed.

## 1.2 Context

Enterprise at Fife is not a new initiative. Over the past few academic years there have been many great initiatives which were offered cross college but the uptake has been varied across faculties. These include an Enterprise competition, a Business Bootcamp covering essential skills for new business ideas, Enterprise Events, Schools Competitions and one to one support from our Enterprise Executive in Partnership with Bridge 2 Business.

An Action Plan has been developed in partnership with Fife Economic Development, Bridge 2 Business and The Social Enterprise Academy. This Action Plan lays out the aims and ambitions of the Enterprise Advisory Board which has representatives from Fife College and Fife Council, with relevant partners joining as required, including but not limited to Social Enterprise Academy, Young Enterprise Scotland. The key objective is to ensure all learners in Fife engage and are allowed to engage and develop key Entrepreneurial skills in order to prepare them for the World of work or self-employment.

# Proposal and Recommendations

With both the Scottish Government and the Principal at Fife College identifying the need for Graduates at all level to be exposed to Enterprise and Creative thinking, the Andrew Carnegie Faculty of Business, Enterprise and Tourism with, Fife Economic Development, Bridge to Business and The Social Enterprise Academy, plan to continue to work in partnership to ensure that all students in Fife are given the opportunity to be involved in Enterprise Activity.

A suite of planned activities will provide opportunities for students at all levels to develop their Enterprise skills and to engage with a range of partners. Resources will also be developed to provide accessible materials across the SCQF levels. Examples of planned activities / resources as shown in the Enterprise Curriculum Model (Appendix 1) include:

* A Social Enterprise Competition for nursery to S3 pupils throughout Fife in partnership with the Social Enterprise Academy and Fife Council Economic Development.
* Social Enterprise Academy to conduct Staff Development Opportunities in PAT (Professional Activity Time) to support Fife College Staff deliver the Enterprise Curriculum.
* Bridge 2 Business to offer staff development on the Plan, Can Do qualification at SCQF Level 9. Staff will be identified from each Faculty to lead on the enterprise Curriculum and support their peers in the delivery of enterprise.
* Level 4 Programmes at College and SCP (School College Partnership) to introduce the SQA Employability and Enterprise Unit.
* Level 5 Programmes at College and SCP to offer LDU (locally Devised unit) and Bridge to Business Modules this will integrate with the Colleges Digital Skills Strategy.
* Level 6 Programmes at College and SCP to offer LDU (Locally Devised Unit) and CISCO online Module (part of the Digital Strategy).
* Level 7 Programmes will integrate business planning or start up through the curriculum and will be offered workshops on entrepreneurial skills.
* Level 8 am 9 students will be offered suite of “Master Classes” which will also be offered to young Business Start-ups.
* Students wishing support for Business Start-up will be supported with via the Partnership Opportunity with Fife Council.
* Business start up will be supported by the House of Enlightment project in partnerships with the Adam Smith Global Foundation

**Benefits from this Proposal**

* Development of meta skills in an innovative and appropriate way
* Preparing Graduates for the opportunity of Business Start up
* Better preparing Graduates for self-employment
* Supports the Scottish Government’s Enterprise agenda
* Giving Enterprise its place in the Curriculum not an add on to Employability
* Enhance the student engagement
* Deliverers who are up to date within the key areas of Enterprise
* CLPL Opportunity for staff
* Creation of tailored Locally devised unit, creating opportunity to reflect specific local context
* Integration of enterprise activities for all learners in Fife schools and college.

**Suggested Topics for Masterclasses**

* Financial Management
* Goal setting in Business
* Digital marketing
* Legislation
* Costing
* Social Media for your Business
* Business Success through Effective Networking
* Unleashing your sales superhero

**Recommendations**

For the Enterprise agenda to continue implementation across the portfolio in a student centred, cost effective and sustainable model it is recommended the agreement with our partners continues and funding made available where required. This model will produce continued support and online materials to support Enterprise across the Curriculum. These will require review annually.

Fife Economic Development, Bridge 2 Business and The Social Enterprise Academy to deliver staff CLPL to allow the Enterprise Agenda to be taken forward longer term by college staff. This will make it far more sustainable and cost effective as a long term project

# Next Steps

* The continued implementation and structure of the delivery will differ at different SCQF levels of programmes to ensure it meets the needs of the student and to make sure students are progressing and developing their entrepreneurial skills.
* Students studying the HNC portfolio will be offered the opportunity to participate in Enterprise Masterclasses. The Concept and format will be developed in partnership but delivered by Bridge 2 Business supported by college staff.
* From HND to Degree Levels, students will be offered the opportunity to participate in “Master Classes” to enhance their skills. These will be led by Local Businesses personnel.
* All students will be able to participate in the “Enterprise Club”. This invite will be extended to school pupils. This monthly session is delivered by successful Business Entrepreneurs willing to share their experience with students.
* All students will be offered support and mentoring within our Enterprise Hubs to develop business acumen and ideas. This will be led by College staff, Bridge to Business and Fife Economic Development. This will be further developed with a partnership opportunity with The Adam Smith Global Foundation who are opening a High Street Facility” Enlightenment: House of Adam Smith” to support new Business Development. These business start-ups will be offered support from Fife Council, Acorn Enterprise and utilising cross-curriculum support i.e. accounting students doing the books, Design students designing the Web.

# Action Plan

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| --- | --- | --- | --- | --- |
| **Strategic Aim Alignment** | **Action** | **Lead Responsibility** | **Target Date** | **Status** |
| 1 | Expansion of the cross college support for entrepreneurial skills and business start up | John Elliott | June 21 | In progress |
| 1 | Development of Masterclasses to support the Enterprise Curriculum | Bridge 2 Business | September 2020 | In progress |
| 1 | Development of staff CPL programmes to support the sustainability of the Enterprise Portfolio | B McCabe-Bell/Zelda Franklin-Hill | December 2020 | In progress |
| 5 | Development of start-up opportunities with Fife Council and Adam Smith Global foundation | B McCabe-Bell | October 2020 | In progress |
| 2 | Further development of collaborative activities and Industry partners | John Elliot | December 2020 | In progress |

**Enterprise Curriculum Model**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| SCQF Level | **School** | **College** | **University** |  |
|  |  |  |  |  |
| 9/10 |  | **Optional Master Classes** | **Optional Master Classes** | **Enterprise**    **Club**  **and**  **Enterprise**  **Hubs**  **Through**  **Education** |
| 8 | **HND Portfolio**  **Project Based Learning**  **Optional Master Classes** | **HND Portfolio**  **Project Based Learning**  **Optional Master Classes** |  |
| 7 | **HNC Portfolio**  **Project Based Learning**  **+ Boot Camp** | **HNC Portfolio**  **Project Based Learning**  **+Boot Camp** |  |
| 6 | **Online Module: CISCO**  **LDU Unit** | **Online Module: CISCO and**  **LDU Unit**  **Fife College Advanced Certificate** |  |
| 5 | **Bridge to Business** | **Bridge to Business**  **Fife college Certificate** |  |
| 4 | **SQA Unit and**  **Employability Unit** | **SQA Unit and**  **Employability Unit** |  |
| **Primary School** | **Fife Wide Enterprise Competition** | | |