

Embedding Enterprise

THE COLLEGE MERTHYR TYDFIL

Value of Enterprise

Enterprise is: 'the application of creative ideas and innovations to practical situations...it combines creativity, ideas development and problem solving with expression, communication and practical action.' Enterprise and Entrepreneurship Education: Guidance for UK HE providers (2012), QAA

Enterprise, employability and **entrepreneurship** have long been recognised as **vital** to each and every student's **ongoing success** upon leaving **Further and Higher Education**.

178,800 people are currently **engaged in self-employment** in Wales (as of July 2017) and that figure is **steadily rising**

Enterprise at TCMT:

Simply Do

Role Models

Skills
competitions

Advice and guidance

One-to-one business
mentoring

Big Ideas
Wales

Cashflow sessions

Networking

Events

Moving forward:



TCMT is committed to building a **plan for Enterprise** going forward

We want to **embed entrepreneurial thinking and Enterprise** into pedagogy across the college

We are **engaging with staff and students** in order to help instil the **value of Enterprise** within a busy curriculum

Enterprise should **not be an add-on** but rather a seamless inclusion across college

Embedding Enterprise:

- **Develop...** a consistent cross-college approach to build Enterprise seamlessly into pedagogy
- **Define...** enterprise and employability- encourage reflection on good teaching practice
- **Train...** to educate staff on the value of embedding Enterprise
- **Engage...** Staff engagement is crucial.

- **Communicate**...regular newsletter and e-mail alerts
- **Interact**...work closely with UCAS officers and careers, using Enterprise to enhance personal statements and employability
- **Signpost**...to regularly highlight and promote Enterprise opportunities
- **Continue**...networking and sharing ideas!

Why teach? (Why Enterprise?)

1. Work with young people and to make a difference
2. The variety of the job
3. Teaching is fun
4. Inspiring teachers
5. Love of their subject

**Enterprise can inspire, make a difference, add variety
and create a real difference to prospects and
employability!**

The Guardian, 2015

Enterprise

Employability

Role Models

Business advice

Simply Do

Business Plans

Skills Competitions

Cashflow

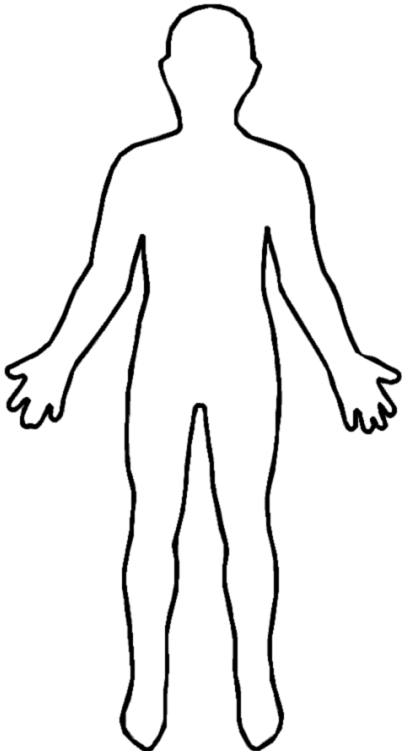
Mentorship

Guidance

Work Experience

Inspiration

Encouragement



Destination Enterprise at TCMT...



- Build in a work experience and employability element
- Build in supported extra curricular activities to compliment and enhance Enterprise ideas and development
- Tailor Enterprise more closely to subject specifics i.e. increased use of industry related role models/specific examples tailored to subject

‘Results...clearly indicate that entrepreneurship education in higher education makes a difference. It has impact on intention, competence and employability and generally benefits society and the economy’

European Directorate General for Enterprise and Industry's report, Effects and Impact of Entrepreneurship Programmes in

*European Directorate General for Enterprise and Industry's report, Effects and Impact of Entrepreneurship Programmes in Higher Education*³⁰ <http://www.gaa.ac.uk/en/Publications/Documents/enterprise-entrepreneurship-guidance.pdf>

