

Andrew Sale

Head of Centre for Business and Enterprise

*“Developing Entrepreneurial
Learning at Kazakhstani Colleges
What are the challenges and
Opportunities”*

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Excellence

Employability

Enterprise

E-Enabled

Engagement

Introduction

Sheffield 1980 – The Steel City ***Sheffield 2015 – The Enterprising City***

The Sheffield College:

- *One of the largest further education Colleges in the United Kingdom*
- *Delivers courses to around 20,000 students a year*
- *Full time, Part time, Apprenticeship and Adult learners.*
- *Four main campuses in the City:*
 - *City*
 - *Peaks*
 - *Hillsborough*
 - *Olive Grove*

- The largest site





The Sheffield
College



Peaks
College

Peaks



The Sheffield
College

Hillsborough College

Hillsborough



The Sheffield
College

Olive Grove

The Sheffield College

Departments

Vocational Departments

- Business and Enterprise
- Design and Visual Arts
- Engineering
- Health Education
- Hospitality Travel and Tourism
- Media and Performing Arts
- Science, Animal Care and Computing Technologies
- Sustainable Construction
- Sport, Public Services and Land based

Non Vocational Departments

- Academic Studies
- English and Maths
- ESOL, EFL and Essential Skills
- Foundation Learning and Employability

Centre for Business Enterprise

My Aim

To support the future growth of the local economy by working with local partners to identify and fill business skills gaps and to support the generation of entrepreneurs and improve business survival rates.

Full time 16-19's: Business, Business Administration, Enterprise, Finance and Accounting, Law, Management, Marketing and Advertising.

Apprenticeships: Accounting, Enterprise, Business Administration, Customer Service, Management, Sales, Marketing

Part Time Professional: Accounting, Finance, International Trade, Marketing, Public Relations, Human Resources, Law, Leadership and Management, Project Management, Business Innovation and Growth

Enterprise Education

- **Always two options:**
 - Employment
 - University
- **Now the third option:**
 - Enterprise

A new option needs new thinking!

- **Partnership**
 - Business
 - Education
 - Local Government
- Entrepreneurs and Intrapreneurs
- Grow new and existing business
- Build the Economy in Partnership

Local Government's Role in Enterprise Education

Encourage an Enterprising Culture:

- Initiatives
- Investment (Local, National or Inward)
- Infrastructure

Encourage the Partnership:

- Events
- Networking
- Promotion

Encourage business:

- Recognition
- Publicity
- Profile

Encourage entrepreneurs:

- Reduce rents
- Reduce overheads
- Reduce red tape
- Start up loans
- Advice
- Support

Champion Enterprise - Raise the profile and spotlight success

Business's Role in Enterprise Education

Help Create the next Generation of Entrepreneurs:

Help to generate your future workforce:

- Support, advice, placements, interns, employment
- Role models, Mentors, Network, Contacts
- Facilities, machinery, incubation, investment - time and/or money

Business's Role in Enterprise Education

Chamber of Commerce: events, training, support, guidance, mentors, networking, collaboration, promotion of the local business community and representing the business community- the collective voice.

The Chair of The Sheffield College Board of Governors is also the Chair of Sheffield Chamber of Commerce. The Governors also include others from Sheffield business and local government, with increasing numbers from business.

A trend is that many FE College Board of Governors are appointing CEO's from the business community

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Current UK Trends

Localisation in the UK

- Local Enterprise Partnerships – Business and Local Government
- Making funding decisions around businesses, infrastructure, services and financial investment
- Each LEP has a set of own priorities
- Central Government funding developed
- LEP make the decisions – Business, Local Government (and Education) locally

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Current UK Trends

Area Base Review

- Further Education Colleges – 60 out of 380 in surplus
- Increasing trend as Central funding has been decreasing
- Need to rationalise
- Move towards Regional Colleges
- Possible clash between LEP and National Govt.

Questions and Answers

“Entrepreneurs are Made not born”

We all know that some people are just natural entrepreneurs

But, with the right education, support and culture we can grow more

We take away the fear factor through knowledge and understanding and support
Learning by DOING!

[PJEA- Jack](#)

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“Entrepreneurs are Made not born”

Peter Jones Enterprise Academy

Who is Peter Jones?

Why did he set up the Academy?

How many Academies are there?

How many students are there?

What courses do they run?

PJEA Highlights

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Peter Jones Enterprise Academy Tutors

- Business Experience
- Great motivated teachers
- Passion and commitment
- Desire for the courses to succeed
- Dedication – the courses are very demanding, especially the students!

[Graduation Highlights](#)

IOEE

(Institute of Enterprise and Entrepreneurship)

Shorter Courses

Target market – other vocational areas (though some embed Enterprise themselves)

Career changes, unemployed, employed but looking to start a businesses

Wide range of courses not just start up – including mentoring, business advice, employability and business resilience.

PJEA / IOEE

- Both looking to expand Internationally
- Both CEO's aware of this conference
- Both would like to explore expansion into Kazakhstan

We will look in more detail at curriculum this afternoon – in the mean time any questions?

Developing an Enterprise Culture

“How Sheffield College helps make entrepreneurs”

Not just about Education courses

- Enterprise Culture- an enterprising environment
- Business /Local Government/ Education
- Local heroes and success stories
- Aspiration- as seen on TV

Sheffield Enterprise Pipeline

Who we work in partnership with:

**Sheffield
Hallam
University**



The
University
Of
Sheffield.



Creativesheffield



**Sheffield
City Region**
Local Enterprise
Partnership



Schools

SHEFFIELD: ENTERPRISE PIPELINE

From primary school to entrepreneur



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Creating an Enterprise Culture



Sheffield Chamber
of Commerce and Industry



Sheffield
City Region
Local Enterprise
Partnership



BIG CHALLENGE 2015

Enterprise Culture

BiG Challenge

BiG YEC

MADE Festival

Plus Networking, Start up Loans, Enterprise Societies, Incubation, Business Mentors, Business space, Business Machinery, Business advisors, Enterprise Champions and more... And
CELEBRATING SUCCESS

Questions and Answers

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Enterprise Curriculum

Peter Jones Enterprise Academy Courses

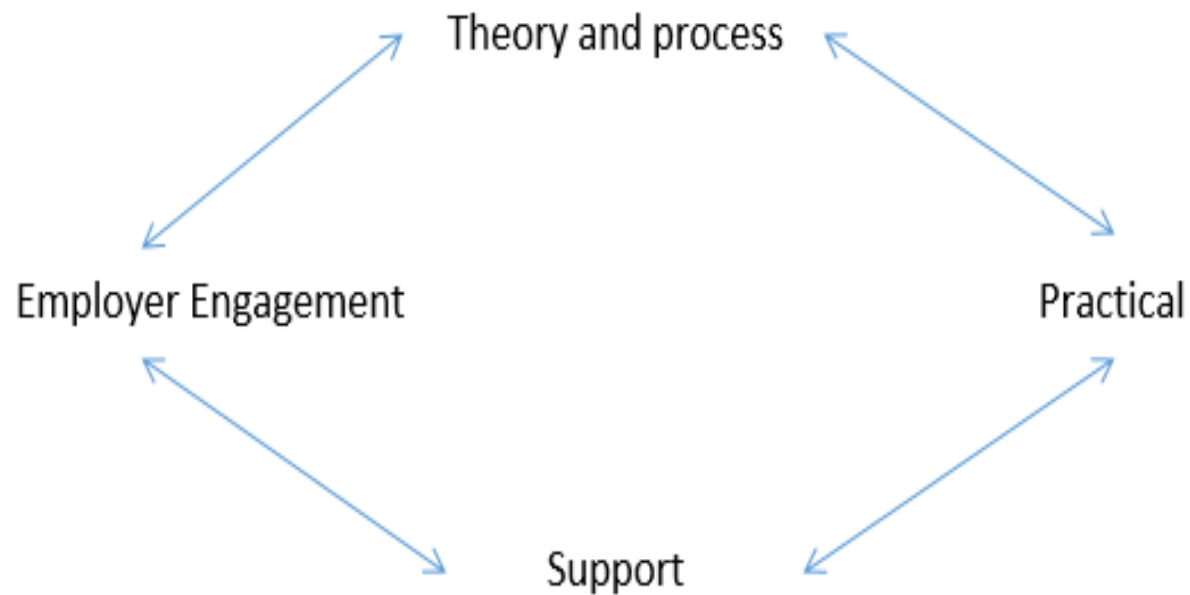
1 year and 2 year

Dedicated tutors

Business Enterprise Manager – role is to engage and support entrepreneurs who engage with PJEA students

(handouts)

The Enterprise Model



Theory and process - students learn the theory and processes of setting up and running a business effectively (e.g. assessing feasibility of ideas, market research, financial planning, business plans, pitching for investment, how to promote a business to a particular target market to attain their attention/interest/desire, effective supply chain management, customer service, performance measurement, using information to assist decision-making etc).

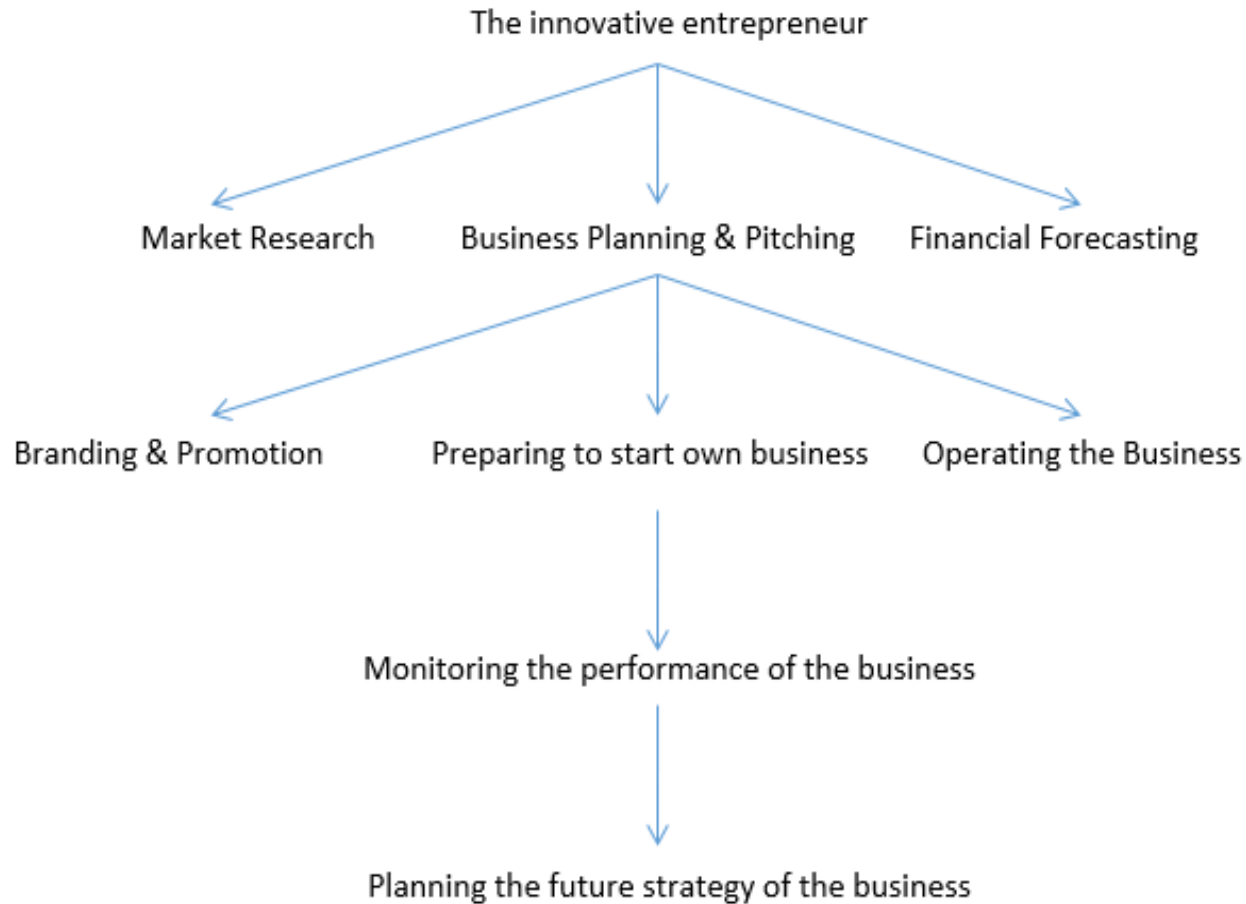
Employer engagement - embeds what is taught in lessons, with students learning from real entrepreneurs and business professionals and their experiences in setting-up and operating their businesses, and decisions they've made. This is closely linked to and directed by the curriculum to underpin the 'theory and process' section, helping to solidify students learning and understanding.

Practical - students put what they have learnt from the 'theory and process' and 'employer engagement' into action, bringing the curriculum to life and creating a 'learning by doing' element of the course. This is vital to provide students with real life experiences, developing skills and knowledge that can't be achieved without the experience of 'doing it'.

Support - business mentors, support from businesses and organisations with work space, contacts, networking opportunities, low level seed funding for start-ups, work experience opportunities etc.

Holistically - all four sections support one another and provide learners with an excellent experience in the setting-up of, and operating a business effectively. They finish the course with the skills, knowledge, experience and confidence to be entrepreneurs and contribute to the local and national economy through their own enterprises.

Unit delivery structure



Peter Jones Enterprise Academy

One-year course - Units

The innovative entrepreneur - How to generate business ideas, mindset and skillset needed

Business planning & pitching - Turning an idea into a feasible business plan, and pitching the business for investment

Market research - Identifying the wants and needs, and demand for the businesses service or product, leading to sales forecasts and marketing plans (ties in to 'business planning & pitching')

Financial planning and forecasting - enables the forecasted financial health of the business to be assessed, by using the sales forecasts in 'market research' unit, and research into anticipated costs (then ties into 'business planning and pitching')

Preparing to launch your business - Project management of all the things that need to be in place for a successful launch of a business, e.g. values and ethics, legislation, promotion & advertising, negotiation, supply chain management. *(Project management techniques are taught and implemented as part of the unit at the beginning)*

Branding and promotion - most effective ways to promote and advertise your business, based on the target market and budget (ties in to 'preparing to launch your own business' unit)

Monitoring the performance of your business - the actual operation of the business and monitoring its performance. Performance is measured through Key Performance Indicators (KPI's) such as number of sales, sales revenue, financial ratio's such as acid test, gross or net profit ratio etc.

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Operating the business - Supports the preparation and operation of the business, learning about effective time management and organisation, networking and factors that could impact the business and how to respond.

Planning the future of the business - Towards the end of the course. This unit looks at ways of expanding the business and employing others to support expansion and growth.

Teamwork and Leadership - periphery unit, but underpins the importance of teamwork and leadership within business, and how to be an effective team-worker and leader (e.g. key characteristics required, leadership styles, implementation of leadership models)

Enterprise Education

IOEE Courses

One day tasters

Enterprise skills development

Creating and Starting Your own Business

Running your business- Social Media, Resilience

Mentoring, Business advice

Social Enterprise

Employability- Self Marketing and Personal Enterprise

(hand outs) <http://sfediawards.com/>

Questions and Answers

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Graduation Highlights

PJEA- Jack

PJEA - Biba

PJEA – Nathan

IOEE Video

<http://centres.ioee.uk/>

Make It Happen in Sheffield

The Big Challenge videos (Sero)

PJEA Highlights

PJEA – Grant

PJEA - Arsalan

PJEA - Georgia

PJEA - Allistair

SFEDI Awards:
<http://sfediawards.com/>