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

Advice and guidance

Skills competitions

Big Ideas

One-to-one business mentoring

Cashflow sessions

Wales

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

The Guardian, 2015

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

Role Models

Simply Do

Skills Competitions

Business advice

Business Plans

Mentorship

Cashflow

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 Higher Education. [Link](http://www.qaa.ac.uk/en/Publications/Documents/enterprise-entrepreneurship-guidance.pdf)