

scottish  
institute for  
enterprise



# EDUCATORS

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## GUIDE TO SIE

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# SUPPORTING ENTERPRISE EDUCATION

**SIE’s activities and resources are designed to contribute and add value to your institution’s enterprise initiatives, from institution wide activities to single workshops within a core module.**

SIE will help you to transform your students into energetic and resourceful entrepreneurial thinkers whatever their discipline. All students will benefit by learning valuable skills that will enhance their careers prospects as well as inspiring the next generation of entrepreneurs.

Over 12,000 students have participated in its educational activities since 2012. This level of participation has allowed SIE to gather a considerable amount of research in action, building knowledge on how different students respond to enterprising activities.

All of our activities can be tailored to meet your requirements, and we encourage you and your staff to consult and collaborate with the SIE team in the design, delivery and support of your creativity, innovation and enterprise activities and course modules.

*The Scottish Institute for Enterprise is funded by the Scottish Funding Council to deliver these services to all Scottish colleges and universities.*



# OVERVIEW

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## Innovation and Enterprise Programme

SIE's Innovation and Enterprise Programme consists of a number of core and specialist modules designed to stimulate innovative thinking and an enterprising attitude and to build confidence. Modules cover key entrepreneurial and business skills relevant to each stage of the student's development.

The modules are designed to have a strong focus on active learning and reflection. The importance for innovation and enterprise underpins all content. Participating students will be developing their employability skills, as well as their potential to be future entrepreneurs.

There is also a strong focus on developing personal skills, with workshops designed to give students the tools to identify and develop their strengths and reflect and learn from their experiences. They will develop a positive and resilient mind-set that goes beyond the ability to deal with failure to one that allows them to continually move forward in a positive direction.

The programme is highly flexible, and there is no obligation on educators and enterprise staff to run the entire programme. SIE can tailor the content and delivery methods to the learning outcomes required by educators and their students. This enables the programme to be delivered to students across all levels from undergraduates through to post graduates and PhD researchers.

## National Activities

SIE's series of high profile national competitions are a great opportunity for students to win cash prizes and access exclusive events. They are designed for students who would like to test their entrepreneurial ideas as well as those who are ready to start up a business.

Two residential bootcamp formats are designed for students to fast track their business idea or to give students an immersive experience in innovation and entrepreneurial thinking, which will enhance their employability.

The Annual Student Enterprise Summit in March gives students the opportunity to hear from inspirational business leaders and network with like-minded students.

## Intern Programme

SIE's student interns represent SIE on campus. There's at least one SIE intern at every university in Scotland and in an increasing number of colleges. They promote SIE's competitions and events, and organise local activities with the help of their ambassadors. They can also help you to promote any institutional enterprise activities.

Each intern has a dedicated Twitter account and looks after an SIE Facebook group for each institution.



“WE'RE HERE TO  
HELP YOU HELP  
YOUR STUDENTS  
CREATE REWARDING  
FUTURES.”

FIONA GODSMAN  
SIE CHIEF EXECUTIVE

# DELIVERY OF THE INNOVATION AND ENTERPRISE PROGRAMME

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The programme is very flexible, and can be customised for a specific degree course or across several faculties within an institution. It can be tailored to allow for a number of formal assessment methods including presentations, group reports or reflective essays. SIE will discuss course requirements with teaching staff and a bespoke programme will be designed, taking into account the specific characteristics of the course and the learning outcomes required.

Workshops can also be run as an extra-curriculum activity or part of an extra-curriculum programme, for example those that contribute to students' Higher Education Achievement Record (HEAR) Transcripts. The workshops can also provide a framework for start-up days/weekends or longer bootcamps.

All students attending SIE's workshops will receive a certificate of attendance to confirm their involvement in SIE's Innovation and Enterprise Programme.

## Lengths of Modules

The timings required for the delivery of the core modules and their related workshops are flexible. They can be tailored to suit curriculum or extra-curriculum requirements depending on the focus and learning outcomes required. For example, the typical amount of time required to deliver a single SIE Ideas Lab™ is two hours.

## Learning Outcome Examples

Entrepreneurial and enterprising behaviour, attitude and skill development including the following:

### Entrepreneurial competencies

- Opportunity seeking and recognition
- Dealing with ambiguity
- Finding and appraising an idea
- Seeing problems as opportunities
- Defending ideas and taking ownership of a development
- Intuitive decision making with limited information
- Giving and receiving constructive feedback
- Insight into developing ideas that complement their skills and interests.

### Enterprising and employability skills

- Team working and collaboration
- Negotiation and persuasive capacity
- Identifying opportunities and problem solving
- Big picture thinking and spotting market trends.

## Extra-Curricular Activities

SIE runs a number of educational activities designed to encourage and support enterprising students and to give them the opportunity to come together across different disciplines and HEI's. These activities can also be run as stand-alone events for your HEI or FE and/or to contribute to the planning and running of your own event.

### Key activities include:

*Exploration Days* – these are designed to give the students the chance to explore the possibilities in their idea, capture the value in it and identify the next steps they may want to take.

*CreAction™ Labs* – these are designed to help you create a pop up space for creativity and innovation in your institution or to raise awareness of an existing campus incubator. Their format consists of a weekly afternoon or early evening meeting run over 4-6 weeks. SIE facilitates these meet-ups to ensure that a challenging but supportive space is created in which students can create and explore their ideas and develop their plan of action to act on them.

*Bootcamps* – SIE runs two bootcamp formats. The first format is open to all students. They will learn a number of tools and techniques to enhance their ability to develop original thought, act on their own initiative and solve real problems posed by local businesses and charities. Some students build on this experience to identify ideas for a new venture of their own, others participate in order to enhance their employability skills.

The second format is designed to help entrepreneurial students fast track their business idea and move towards commercialisation. It helps them to validate their idea and introduces them to business tools such as the business model canvas.

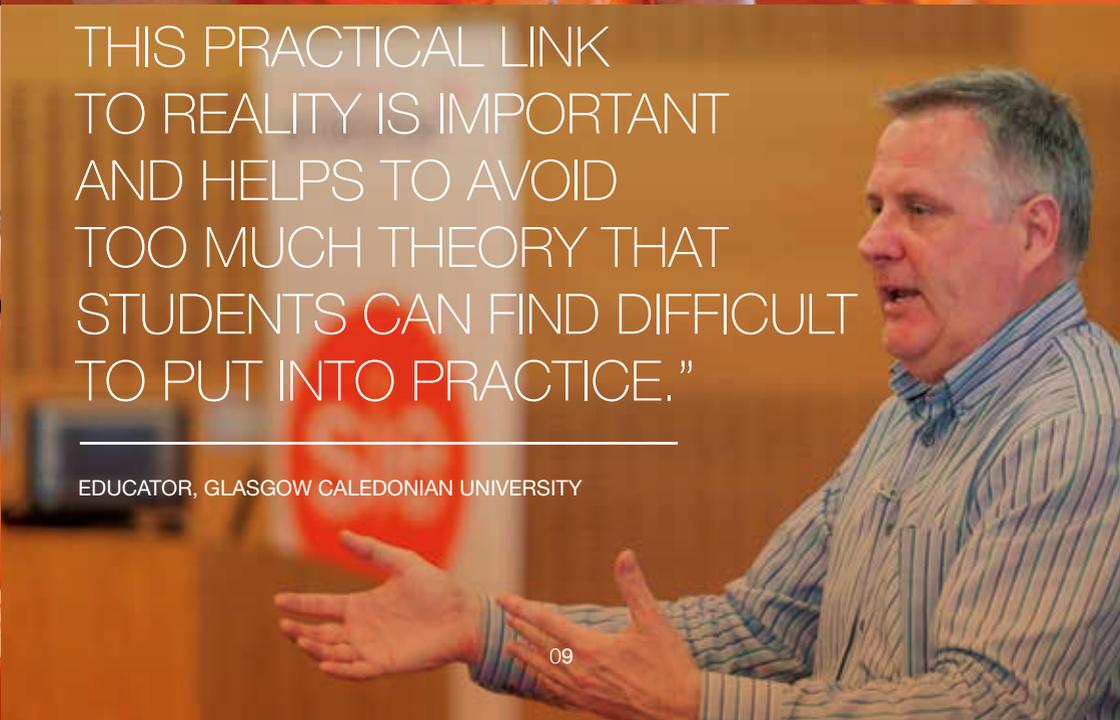
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“AFTER THIS BOOTCAMP I'LL BE MORE CONFIDENT ABOUT MY SKILLS AND MY IDEAS. IT'S OK TO BE IMPERFECT.”

Student, Bootcamp:14 participant



“A NUMBER OF STUDENTS COMMENTED ON THE VALUE OF HAVING A CONTRIBUTION FROM SIE IN ORDER TO PUT IN TO CONTEXT THEIR LEADERSHIP ROLE...”



THIS PRACTICAL LINK TO REALITY IS IMPORTANT AND HELPS TO AVOID TOO MUCH THEORY THAT STUDENTS CAN FIND DIFFICULT TO PUT INTO PRACTICE.”

EDUCATOR, GLASGOW CALEDONIAN UNIVERSITY

## COMPETITIONS

SIE runs a series of national competitions, each suited to a different level of development so there is something for everyone. Students don't need to know anything about business as the competition process provides help and support as they progress. Promotional materials for these are available from SIE's head office and the SIE interns on campus.

*Get Enterprising* is an entry level fun competition that asks students to identify a problem and suggest a solution in just a few lines. There is a national prize of £100.

*Fresh Ideas* is a monthly, early stage ideas competition. Students have the opportunity to win one of three cash prizes of £500, £250 or £100 each month from October to January. All winners and up to 70 Highly Commended entries will be invited to an exclusive Exploration Day workshop to develop their idea and be eligible to enter the second stage with a cash prize of £1000.

*New Ventures*, with prizes of £10,000, £5,000 and £1,000, is for students who have a well-developed business idea. All eligible entries will be invited to attend an in-depth Exploration Day workshop to prepare them for the final stage, where they have the opportunity to pitch to a panel of business experts.



“WINNING NEW VENTURES GAVE US GREAT EXPOSURE, VALUABLE NEW CONTACTS AND HELPED GET US READY FOR OUR BETA LAUNCH.”

SWIPII  
COMPETITION WINNERS 2014

# REGIONAL BUSINESS AND INNOVATION ADVISORS

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SIE's team of Regional Business and Innovation Advisors provide practical one-to-one advice to students who are planning to start a business, or who have already started and need some extra help. They will work with students from the moment their idea begins to take shape in their minds right through to the stages of developing robust business models and business plans.

The team work closely with existing university and college enterprise support staff to complement their services, providing independent advice and access to their extensive business networks. They can also refer students to specialist support agencies, ensuring that your students get the best support available across Scotland.



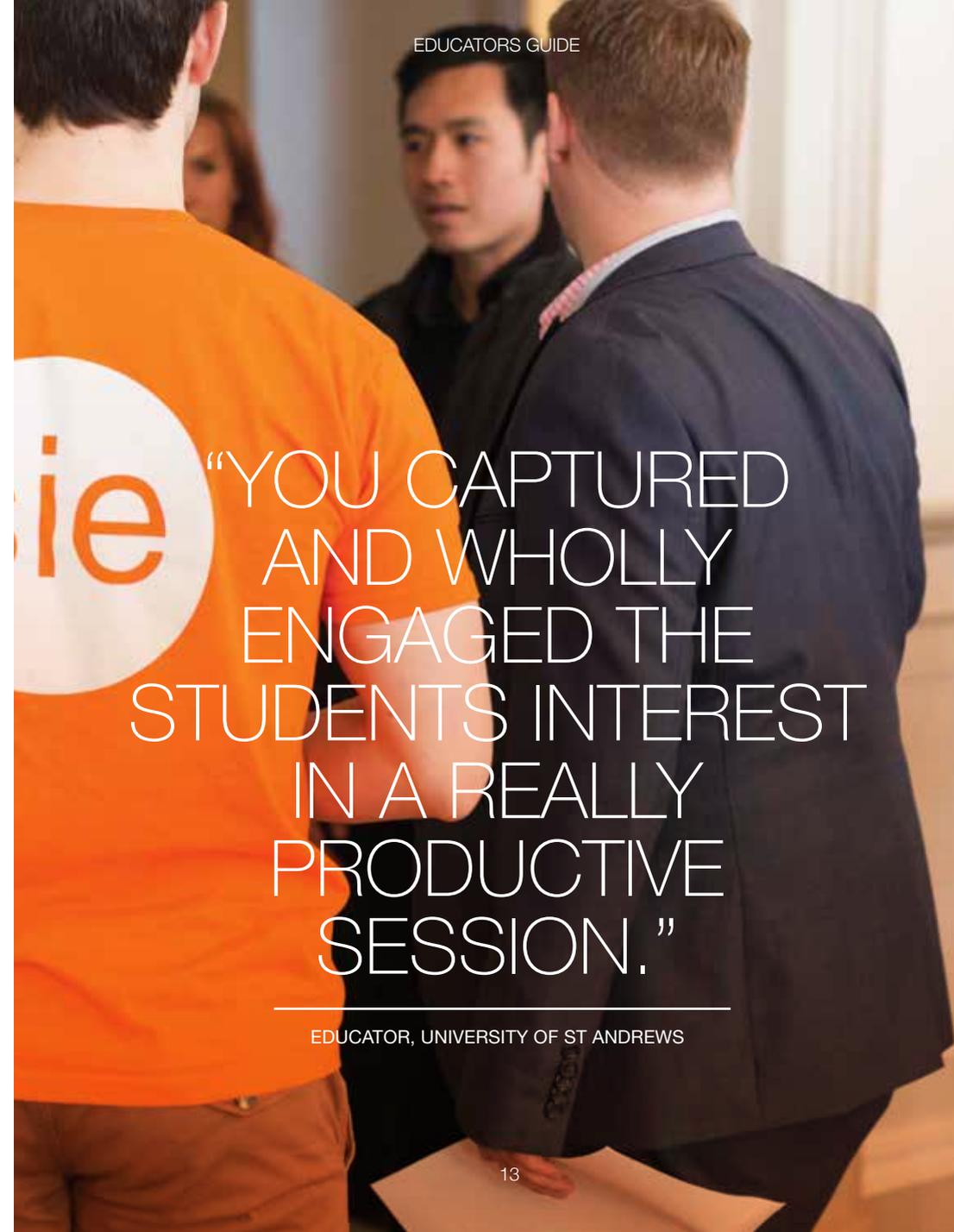
## SIE Entrepreneurs

SIE Entrepreneurs is designed to assist young entrepreneurs who are committed to driving their businesses forward and have the most potential for growth and sustainability. The focus is on developing the entrepreneurial mindset and innovative business modelling. SIE Entrepreneurs offers a range of support which is otherwise unavailable or financially unfeasible for these nascent businesses and is structured with their specific needs in mind.

Our offering includes: a programme of one day workshops; tailored one to one support; networking opportunities with peers and the wider business community; and invitations to high profile events.

## Patent Fund

SIE manages a £24,000 patent fund, supported by Scottish Enterprise. SIE's Business and Innovation Advisors offer initial advice to students and also organise patent advice clinics with support from patent attorneys who provide expert input. Students with patentable ideas may then be considered for up to 50% financial support in the filing of a patent.



“YOU CAPTURED AND WHOLLY ENGAGED THE STUDENTS INTEREST IN A REALLY PRODUCTIVE SESSION.”

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EDUCATOR, UNIVERSITY OF ST ANDREWS

# PARTNERSHIPS AND COLLABORATIONS ON PROJECTS

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SIE has over 10 years of experience developing and delivering innovative support programmes for enterprise and entrepreneurship to students in the HE sector. During this time, we have worked with leading national and international enterprise educators to identify best practise and coherent approaches to raising student awareness of and confidence in entrepreneurship.

Core funded by the Scottish Funding Council, SIE is firmly rooted within the bigger picture of the enterprise pipeline in Scotland, which includes addressing the employability agenda as well as nurturing the next generation of Scottish entrepreneurs. We have recently expanded our in-house capacity to ensure that our knowledge and experience can be opened to partners and collaborators in this field, both nationally and on a global level.

SIE is in a strong position to work with partners in Enterprise Education to access funding from a variety of sources. As a publicly funded organisation, we can lead on grant applications to the EU as well as be co-applicants in Scottish Government funded projects. As the delivery organisation of high quality education programmes, we are well positioned to access private funding from companies or charitable trusts and welcome collaborations with similar organisations in this space to create comprehensive and cutting edge platforms.

Finally, SIE are leading in the development of novel enterprise training programmes and are interested in developing research partnerships in this area.



“A GREAT RESOURCE FOR YOUNG ENTREPRENEURS PARTICULARLY THOSE WITHOUT A BUSINESS BACKGROUND.”

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STUDENT

## KEY CONTACTS

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