

# Encouraging Enterprise

## InSparation

### Overview

InSparation is an enterprise society offering support, advice and networking opportunities for Bath Spa University's entrepreneurial students.

### About the Project

InSparation is a new student enterprise society that is directed by students for students. A team of dedicated Student Enterprise Champions, with support from the University's Business Support Office and Entrepreneur-in-Residence, are responsible for attracting student members and running a programme of events on the theme of business and enterprise.

The society aims to develop a student's entrepreneurial skills by providing an environment in which they can expand their enterprise knowledge and develop tools and techniques to help them in the world of business after university.

InSparation is also involved with promoting the University's business plan competition and members have access to specialist workshops and seminars to help structure a business plan and start a business.

### Benefits

A one-off minimal membership fee of £2.00 gives a student access to business advice and support throughout their time at Bath Spa University. InSparation members will be able to add this experience to their CVs and the skills they learn will enhance their employability and competitiveness in the business world.

InSparation members and the student community will be surveyed regularly to ensure the society provides the type and range of business-related events and support relevant to today's young entrepreneurs.

The workshops and advice clinics on offer provide a safe environment for InSparation members to work up their ideas with guidance from experts on hand as required.

Being a member of a business club such as InSparation, organising and participating in events, could be a useful addition to a student's CV and indicate a good understanding of the commercial world to a potential employer.

### Fast Facts

- InSparation is a student enterprise society directed by students for students
- InSparation offers a range of activities that students can attend in order to develop their entrepreneurial skills
- InSparation events can fasttrack students into successful entries to the business plan competition

## Outcomes

On average, up to 20 events are planned across the academic year. These include:

- Workshops on successful freelancing, how to network effectively, how to structure a business plan, financial aspects of running a business, marketing and branding a business, and negotiating and influencing skills
- Advice clinics on intellectual property, shaping business ideas and assessment of business plans
- Talks, discussion forums and seminars with industry and business representatives on the meaning of enterprise, the third sector as a growing area for business and enterprise, corporate social responsibility, social enterprise, and how to get people to volunteer support and sponsorship
- Fundraising events
- Social networking events with student business clubs from other universities

The Student Enterprise Champions keep in touch regularly with InSparation members via email, Facebook and the InSparation website, to address any queries and promote forthcoming events. They have also developed internal links with the students' union, university departments, the careers service and Bath Spa Plus, to attract a wide and varied audience at InSparation events.

[www.bathspasu.co.uk/insparation](http://www.bathspasu.co.uk/insparation)

## Perspective

“Engaging with and encouraging others, working as a team on designing the InSparation material and finding out about what is needed to set up a society at the University has all helped to develop my own skills and has been a great experience.”

**Nigel Puddy**, Student Enterprise Champion & President of InSparation



“I’m really excited about the InSparation project and what the students can achieve. In the initial stages of the project, the Student Enterprise Champions have demonstrated drive, determination and key skills. ‘Enterprise’ is about making things happen, and InSparation will really help students at Bath Spa University to explore their entrepreneurial ideas, understand how business works, and support them in developing key business skills.”

**John Hector**, Entrepreneur-in-Residence, Bath Spa University



 **InSparation**

Insight and knowledge for your future

Bath Spa University's Business Support Office acts as a catalyst for engaging with employers, providing enterprise opportunities for students and graduates, and maximising on the expertise of the university for the benefit of the local business community. For further information, contact the Business Support Office at [businessenquiries@bathspa.ac.uk](mailto:businessenquiries@bathspa.ac.uk) [www.bathspabusiness.com](http://www.bathspabusiness.com)