

Encouraging Enterprise

Student Enterprise Champions generate InSparation

Overview

In a new initiative, a number of Student Enterprise Champions are sponsored and supported by the Business Support Office to raise awareness of entrepreneurship and generate enterprise activities for fellow students at Bath Spa University.

About the Project

In March 2009, six proactive Bath Spa University students met for the first time as Student Enterprise Champions, to discuss the vision for a new student enterprise society that will identify students' entrepreneurial needs, arrange a calendar of exciting events to help address these needs and recruit an active student membership. With no business club represented amongst the wide range of student union societies, this was a real opportunity to make a difference and at the same time develop their own entrepreneurial skills.

Within a short space of time, and with expert support from the University's Business Support Office and Entrepreneur-in-Residence, the Student Enterprise Champions worked together to develop key elements of the enterprise society – including its name 'InSparation', its constitution, logo and marketing strategy, and a full programme of events.

Being a Student Enterprise Champion and involved with running InSparation means coordinating, promoting and facilitating events and activities – from workshops and seminars to training events and competitions. The Champions also actively promote the University's business plan competition and encourage students with business ideas to enter.

The main responsibilities of the Student Enterprise Champions are to develop effective working relationships and a support network of key stakeholders, implement InSparation's society infrastructure through management roles, and attend regular InSparation management meetings to ensure good support to the team and successful InSparation events.

Benefits

Becoming a Student Enterprise Champion has encouraged the students to develop new entrepreneurial skills that will also contribute to their CVs and help to make them more attractive to future employers. This has ranged from developing effective communication skills and working relationships with both the team and key stakeholders as well as creating and conducting a survey to find out the requirements of future InSparation members.

Being a Student Enterprise Champion can also lead to new skills in delegation, leadership, project and time management, and attention to detail.

By officially establishing the student enterprise club, InSparation, within the student union, the Champions have gained access to a variety of supporting resources such as a webpage, office facilities and stalls at Freshers' Fairs.



Insight and knowledge for your future

Fast Facts

- Introducing a student enterprise society addressed a gap in the market.
- Student Enterprise Champions gain management and team skills that are a valuable contribution to their CVs.
- Champions come from across the University and different areas of study.

Outcomes

The Student Enterprise Champions for 2009 come from across the University and different years of study. They include business and management undergraduates, international and mature students, students in sociology, fashion and textiles, applied art and design.

The Champions have adopted committee management roles as part of the InSparation constitution. A membership database system has been set up and a Facebook group established for keeping in touch with InSparation members. A detailed action plan and programme of events will ensure a lively mixture of business, networking and social events over the academic year.

The Student Enterprise Champions are also invited to participate in events with business organised by the University. This helps to promote the activities of InSparation and provides opportunities to meet potential seminar speakers and business mentors.

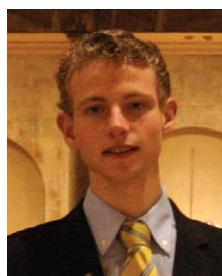
Perspective

“Engaging with others, having to be diplomatic, encouraging others to join in team discussions and complimenting team members on their ideas has all helped to develop my own skills. Work as a team on designing the InSparation logo and finding out about what is needed to set up a society at the University has been a great experience.”

Nigel Puddy, Student Enterprise Champion & President of InSparation



CASE STUDY



“Whilst being a business enterprise champion I have learned some key teamwork and business skills. Apart from carrying responsibility, being part of a team also means learning to rely on others and being interdependent. I now understand more about building a strategy, how to do branding and use marketing. I’ve also learned how to create a database.”

Christof Babinsky, Student Enterprise Champion & InSparation Membership Coordinator



“I have developed my teamworking skills and it’s given me the opportunity to think about planning and action planning. The whole process of setting up a new group and what is involved in the initial stages with allocation of roles, vision, name, logo etc has been really interesting and it’s been great to develop our ideas into reality.”

Emma Gooding, Student Enterprise Champion & Treasurer of InSparation

“By being a Student Enterprise Champion, I had to use a lot of oral and written skills, which allowed me to communicate effectively with fellow champions, the entrepreneur-in-residence and the enterprise coordinator. I’ve also developed the ability to work effectively as part of a team, adhere to agreed procedures and deadlines and have more of an enquiring disposition. As Chair of InSparation, I’ve learned to record minutes and compose agendas, as well as manage the time and the human resources at meetings effectively.”

Nataliya Babicheva, Student Enterprise Champion & Chair of InSparation



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 www.bathspabusiness.com