

# University of the Highlands and Islands, Perth Campus

## Inspiring Enterprise Online Resource

### Stage in the typical student journey

The resource develops entrepreneurial effectiveness through a dynamic, high-quality free online resource for pre-start-up and young businesses. It provides an opportunity centred learning and creative problem solving that integrates real-life business advice and information within an e-learning platform.

### Context

The initiative was developed by the Centre for Enterprise at Perth College UHI. Due to the student demographics within UHI, it was felt that an online resource would be the most advantageous as it would be available to all students.

The Centre for Enterprise plays a dual purpose, both to help our students realise their full potential through enterprise, developing their skills for learning, life and work as well as supporting businesses across a range of sectors.

### Description

As part of the Inspiring Enterprise ERDF project, the project team delivered enterprise workshops to students and members of the community, and through these it was identified that there was not a central point where information could be found on how and where to find information to start up a business. Individuals also felt that they gained and learned a great deal from hearing from successful business owners about how they came to start their own business, where they found support and how they addressed issues and so on. Research was also undertaken with the business and enterprise support organisations and findings reinforced the fact that there was no single point where information could be found.

The Centre for Enterprise subsequently designed and developed the [www.inspiringenterprise.org](http://www.inspiringenterprise.org) website, which not just brings together information on various themes (for example: Starting a Business; Effective Marketing; Your Team; Social Enterprise; and Diversification) but also includes professional short videos of successful businesses sharing their experiences on the topics.

This online resource will be used by students to inform, inspire and assist them with information which will be beneficial to them if undertaking enterprise modules within their course, as well as those looking to start up their own businesses. The online resource is not restricted to students and is accessible to everyone.

### Summary of impact

Google analytics will be used to evaluate the numbers of individuals accessing the resource. Evaluation will also be carried out when the resource is used as part of enterprise modules. Good external relationships with business support organisations will ensure the information contained within the website is relevant and up-to-date.

To date anecdotal feedback has been extremely positive.

**Strengths**

The ease of navigation through the resource has worked extremely well. The professional, interesting and inspirational videos have been a great success and these business owners who took part are continuing to work with the College to assist with enterprise activity.

**Improvements**

Ensuring the information is up-to-date will be an issue and what needed to be considered is that there would be staff time allocated to ensuring that this happens.

**Partners**

Centre for Enterprise staff  
Business support organisations  
Technical staff within Perth College UHI, who designed the website  
Business owners  
Marketing staff within Perth College UHI

**Funding**

This was funded through the ERDF Inspiring Enterprise project and, although this project is now completed, any changes, updates and improvements will be done through Perth College UHI.

**Website link**

[www.inspiringenterprise.org](http://www.inspiringenterprise.org)

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