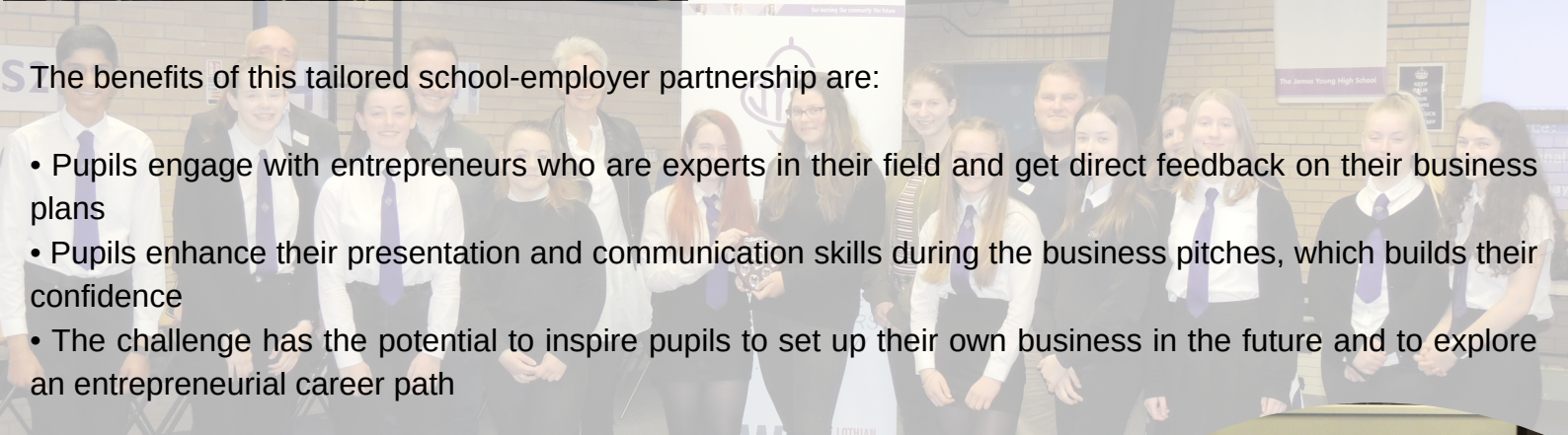


INDUSTRY: VARIOUS
PROGRAMME: SCHOOL-EMPLOYER PARTNERSHIP
ACTIVITY: ENTREPRENEURIAL CHALLENGE
SCHOOL: JAMES YOUNG HIGH SCHOOL

S3 ENTREPRENEURIAL CHALLENGE

DYW West Lothian partnered up with The James Young High School in Livingston to develop a bespoke school-employer partnership, aimed at developing pupils' business and entrepreneurial skills.

In this annual partnership, which has been running since 2018, six S3 Business Studies classes are matched with six local entrepreneurs from Incovo, Electrify Marketing and Communications, EM Simpson Executive Coach, Wasteswitch and Lucerne (Scotland) Ltd. The selected business leaders support the class throughout the academic year by providing input and experiences from their own entrepreneurial journey, providing guidance and top tips on writing business plans, listening to the pupils' business pitches and being part of a judging panel at a final showcase event.



The benefits of this tailored school-employer partnership are:

- Pupils engage with entrepreneurs who are experts in their field and get direct feedback on their business plans
- Pupils enhance their presentation and communication skills during the business pitches, which builds their confidence
- The challenge has the potential to inspire pupils to set up their own business in the future and to explore an entrepreneurial career path

All pupils taking Business Studies in S3 (approximately 120 pupils in total) took part in the challenge as part of their coursework.

- Most pupils (82%) stated that they understood more about running a business from working with their entrepreneur
- 68% of pupils stated that they felt challenged by the project
- Pupils could identify that creativity skills were used during the challenge
- Most pupils felt that their confidence had improved through the pitches/presentations
- Most of the pupils felt that the challenge helped them to embed their learning into practice





“ I really enjoyed myself working on this project and especially achieving something by myself. Also, it's a great experience. ”

S3 PUPIL

“ I was buzzing when I came away from the sessions. If these are the future business leaders, we are in good hands. Please do everything to keep the motivation and hard work that was so evident with the young people. I thought the teaching staff have did an amazing job I would absolutely love to be involved again. ”

ANGELA GROLLA. LUCERNE (SCOTLAND) LTD

“ We have been lucky enough to work with wonderful partners over the last few years who helped to bring our subject to life and relate it to careers and the world of work. The current environment has made it more important than ever that pupils engage with local employers to build vital skills in an even more challenging workplace. Covid-19 restrictions have prompted us to make these partnership interactions virtual - through pre-recorded videos or live web conferences - and we are looking forward to building these experiences further with our partners' expertise. ”

SUZY MUIRHEAD

PTC RMPS & SOCIAL SUBJECTS, THE JAMES YOUNG HIGH SCHOOL



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