



# Employer Led Vocational Education and Training in Europe (ELVETE)

Highlighting of good practice in 14 -19 VET education

<b>Work Package:</b>	2 – Highlighting of good practice in 14 – 19 VET education
<b>Purpose:</b>	To highlight good practice in 14 to 19 vocational education and training by sharing and exchanging experiences and investigating and writing up case studies.
<b>Case Study Ref:</b>	WC/UK/4 The Business and Sports Hub
<b>Author:</b>	Walsall College Accredited Skills for Industry
<b>Date:</b>	September 2014

## Table of Contents

Summary: .....	4
Target Group: .....	4
Stakeholder: .....	4
Areas of co-operation .....	4
Learner response: .....	6
Findings: .....	6

Case Study:	WC/UK/4
	<b>The Business and Sports Hub</b>

<b>Summary:</b>	Construction work has just commenced on a new campus for Walsall College – the Business and Sports Hub. This building will be the employability focus for the College’s broad business skills curriculum for years to come and is due to open to learners in September 2015. The physical aspects of the development are being informed by local employers and other sector stakeholders, but prior to this employer/business involvement in the re-design of the current curriculum has been marked. This case study (WC/UK/4) focusses on how the employer voice has been articulated in the redesign of the current Business and Computing curriculum and how this will continue as the new curriculum becomes able to focus employability and enterprise via the new hub.
<b>Target Group:</b>	14 to 18 year old learners, in full time state funded provision, undertaking a wide ranging offer on the business skills curriculum.
<b>Stakeholder:</b>	<p>VET institution:</p> <p>Walsall College Wisemore Campus Littleton Street West Walsall WS2 8ES</p> <p>Associated industry partners:</p> <p>The Association of Accounting Technicians 140 Aldersgate Street London EC1A 4HY</p> <p>The Chartered Institute of Payroll Professionals Goldfinger House 245 Cranmore Boulevard Shirley Solihull B90 4ZL</p> <p>Microsoft Thames Valley Park Reading West Berkshire RG6 1WA</p>
<b>Areas of co-operation</b>	<p>In parallel with the development of the Business &amp; Sports Hub, which was drawn up with local business consultation and a keen eye on the borough’s economic and social profile, the College’s business curriculum was reviewed and enhanced in order to ensure that it fully aligned to the business skills expectations of local employers. When complete, the Business &amp; Sports Hub will provide an employability nexus between Walsall College business learners and local employers and will have a particular emphasis on enterprise, and so it is important that the business curriculum supports the process and helps learners to take advantage of the opportunities.</p> <p>The business curriculum has been evolved in conjunction with a number of local,</p>

	<p>national and international businesses and sector organisations including the Association of Accounting Technicians (AAT), the Chartered Institute of Payroll Professionals (CIPP) and Microsoft UK Plc. Each of these has brought influence to bear in a different way.</p> <p>Courses that are accredited by the Association of Accounting Technicians are highly industry specific and are principally offered to learners outside of the age range specified for the scope of this study. However, their availability and the associated links with AAT re-inforce the core provision of business courses on offer to the 16 – 18 cohort by affording an in-situ link to professional qualifications, professional practice and career progression. On the AAT side, they are able to promote the profession and its opportunities to potential new entrants.</p> <p>The Chartered Institute of Payroll Professionals are currently working with the College business curriculum to offer career entry level opportunities for people who are unemployed. From the College perspective this makes an attractive offer, whilst from the CIPP perspective the gain is in helping to improve the flow of skilled entrants to the industry. Unemployed learners benefit from skills training that carries with it an element of professional recognition, and within that the potential for contact with reputable businesses.</p> <p>Microsoft UK worked with the College to establish an academy approach which allowed the College to offer industry-recognised vendor qualifications, learners the opportunity to enhance their learning with these programmes, and Microsoft to have an impact on skills delivery in their sector.</p>
--	---

<p><b>Learner response:</b></p>	<p>From January 2014 to September 2014, using a variety of methods and media, the following learner views were identified.</p> <p>Male student, 18 years old</p> <ul style="list-style-type: none"> <li>• “I chose the course so that I could learn new things about business and gain hands on experience. I enjoyed studying at Walsall College; the general environment was fantastic and there were many extra activities you could take part in. I really enjoyed myself. The course itself was well-structured, the lecturers were very good and I gained a lot that I can take with me as I go forward. For instance, one of the units involved creating our own business plan which I have already gone on to use in practice with a friend’s business. I now have the skills to do well in the business environment that can be used in a range of different jobs.”</li> </ul> <p>Male student, 18 years old</p> <ul style="list-style-type: none"> <li>• “During my course I have gained many skills, from time management and the ability to work using my own initiative, to people skills and interacting with people of different ages. I gained 3 distinctions at the end of the course and I’m very, very pleased that all the hard work paid off. I’ve proved to myself that I can do it and have performed better than I did at school. I now plan to start my own car valeting business to begin with and I have other ideas in the pipeline for the future. The course has given me the knowledge and confidence to be able to use what I’ve learned and put it to practical use.”</li> </ul>
<p><b>Findings:</b></p>	<p>The data on learner success and progression indicate that the business curriculum enjoys high levels of achievement for its learners. There is an increasing emphasis, now becoming more enshrined in government policy, on the destinations of learners – not just the achievements with regard to programmes and qualifications. At the core of this issue is learner employability. There is a clear policy line suggesting that VET providers must work more closely with employers, and that programmes and qualifications must reflect real employer needs. This case study shows three slightly differing ways in which this can be achieved. What is common to all three is that in each case there has to be a clear case for gain for each partner or stakeholder.</p>