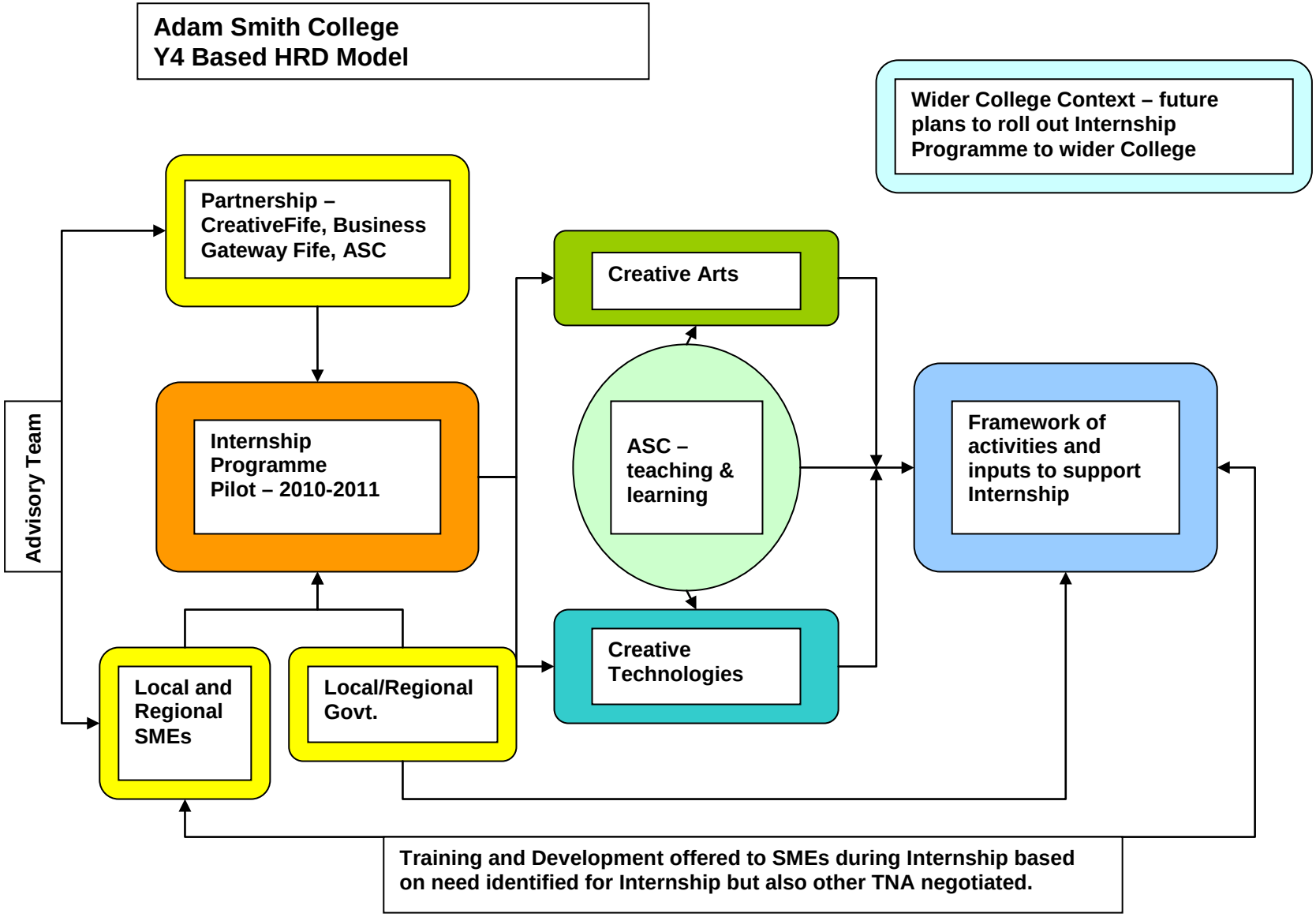
Adam Smith College
Y4 Based HRD Model
Wider College Context – future plans to roll out Internship Programme to wider College
Partnership – CreativeFife, Business Gateway Fife, ASC
Creative Arts
Advisory Team
Internship Programme Pilot – 2010-2011
ASC – teaching & learning
Framework of activities and inputs to support Internship
Local and Regional SMEs
Local/Regional Govt.
Creative Technologies
Training and Development offered to SMEs during Internship based on need identified for Internship but also other TNA negotiated.

Synopsis of Development of HRD Model
Adam Smith College, Scotland

In attempting to connect the Y4 Toolkit approach to developing entrepreneurial practice with existing practice and future possibilities in Fife, Adam Smith College (ASC) opted to link the concept to the development of an Internship Programme. The Internship Programme is currently being piloted across the Creative Arts and Creative Technologies Departments within the Centre for Creatives at ASC. It has been developed in partnership with local and regional businesses (SMEs) and also with regional business development organisations which are part of the region's governmental structure; these being Creative Fife and Business Gateway Fife.

The programme is voluntary therefore any students opting to be part of the programme are doing so because they wish to learn. Students were introduced to the idea of the programme during inputs on CV writing carried out by a representative of Creative Fife. During these inputs, students were invited to indicate their interest in becoming part of the programme.

The next step for the students will be to engage in a number of inputs/sessions including ones which will focus on:

- Developing a business – from creating ideas to financing them
- Marketing yourself – presentation skills for engaging in workplace based experiences

In addition, they will engage in tutorials throughout the process of the Internship so that they can share experiences with peers and also gain support from peer group and from the Internship Programme Coordinator.

The SMEs introduction to the programme came during a Business Breakfast on 10th September when 45 businesses signed up to the concept of working with creative students as a way of enhancing their business. A set of criteria is being drawn up with the SMEs that will enable a well structured internship experience to be had by all. The next step for the SMEs is to engage in an event being held during the Fife Business Week (2nd to 10th November 2010) during which they will get a chance to meet and informally interview the students involved in the programme in a 'speed dating' type event. The students and the businesses will be invited to choose 10 of the opposite grouping to meet during the event with a view to finding an ideal business match.

The Internship Programme has the aims of:

- Developing students' knowledge and understanding of local and regional business processes
- Developing SMEs knowledge and understanding of the benefits of working with creative approaches to business problem solving
- Developing a partnership approach between students, businesses (SMEs) and the College (VET) to encourage and foster an atmosphere of entrepreneurship in the region
- Developing staff within SMEs as well as students engaged in the programme (HRD) through a framework of inputs designed to support and enhance the business exchange experience.