

How to achieve the award

There are 31 criteria split into three sections.

A – Supporting the growth of small firms (11 dimensions)

B – Engaging with stakeholders who assist with SME growth (10 dimensions)

C – Providing students with useful start-up support (10 dimensions)

To achieve the award you must meet at least 12 across the three sections

You should aim to meet criteria in all of the sections as achievement in one section will often support achievement in others. For an activity to count towards the award you must have evidence that it has been taking place for at least two academic years but you can use the same activity multiple times. For example, a programme which uses a network of alumni to provide mentoring and support for students could count towards dimensions A1, A5, A6, A8, B14, B16 and C27 depending on how it was structured.

Successful applicants will also often have more than one activity which supports a criterion. For example, schools meeting the C30 criteria of having an enterprise module will usually have several enterprise modules pitched at different groups, not just one.

A1 Small Business Growth and Leadership Programme(s)

This means having a dedicated programme which helps people who lead small businesses to better pursue growth. For e.g London College of Fashion has a *New Market Entry Programme* aimed at fashion start-ups. It is an intensive course with twelve hours of advice over two days and consists of back to back workshops.

A2 Innovation/Accelerator/Start-up Space

There should be a dedicated space which is being used for businesses and some evidence of connectivity with other innovation hubs. This does not need to be a space exclusively for students at the business school and can be utilised by students of other courses at the university or indeed members of the local community.

A3 Publicly Funded Business Development Initiatives

The funding can be from any public body e.g the UK government, the local council or the EU's regional development fund and it can be for any SME development initiative.

A4 Small Business or Enterprise Unit/Centre

This is a facility dedicated to the needs of small businesses. There must be evidence of the facility having an impact on small businesses and small businesses must be involved in the governance.

A5 Knowledge Exchange Projects with Small Businesses

This means working with different organisations to facilitate the learning of the business school students. This can include university wide knowledge transfer so long as the business school can demonstrate their own input. For e.g London South Bank University worked with the Construction Youth Trust to help young people who wanted to work in the construction industry to overcome some of the barriers that were preventing them from doing so.

A6 Small Businesses Active in Enterprise Programmes and the Alumni Network

This means the university actively engaging small businesses in the university's activities. This can mean things like small business leaders supporting alumni or mentoring students.

A7 Individual Small Business Development Projects

There are projects and opportunities which focus explicitly on small businesses. E.g De Monfort University's Business Works module which has students investigate, diagnose and make recommendations on SME management issues.

A8 Small Business Events / Workshops

These are programmes (like workshops or seminars) which cater to small businesses in the start-up process. There should be evidence of them having an impact and it should foster an active community of growth-oriented small businesses.

A9 Strategic focus on small business and entrepreneurs

There should be evidence that enterprise and SME development are key to the core mission of the business school. They should aim to promote enterprise skills to the whole student body. This often involves a discussion of the university and the business school's mission statement and then a range of activities what kind of thing they have been doing to further said mission.

A10 Small Business Research outputs including the co-production of knowledge

This means that the university should be conducting research about and for small businesses.

A11 Business Schools participation in the broader University-led engagement in the design and the deliver of the small business initiatives

There should be evidence of collaboration with other parts of the university as well as clear evidence of the business schools involvement. For example, Sheffield Hallam University had a *Venture Matrix* programme that originally was just part of the business school which is now available to the entire student body. They also have a university wide module to help students create start-ups.

B12 Business School Governance – Small Business Role

There should be evidence that either small businesses or their representatives are directly shaping the mission and strategy of the business school. E.g Sheffield University Management School has an advisory board which provides advice on the development and implementation of the school's strategy. Three of the people on the board are representatives from SMEs.

B13 Working with Other Business Schools in Design and Delivery of Small Business Initiatives

There should be evidence of collaboration with other business schools. This can be happening at the broader university level but there does need to be clear evidence that the business schools themselves are involved.

B14 Engagement with High Profile Small Business Leaders / Regional and National Entrepreneurial Networks

This usually involves some kind of structured network, preferably regional and national, of entrepreneurs or SMEs interacting with some of the business school's ventures.

B15 Engagement with Small Businesses as Suppliers for the University or Institution

There should be evidence of there being a policy in place to facilitate the engagement with small businesses as suppliers to the university.

B16 Partnerships with Private Professional Services and Financial Sector to Deliver Specialist Advice to small businesses

There should be relationships with private sector providers to offer specialist advice e.g in the form of workshops. There should be evidence supporting the outcomes and impacts.

B17 Business School Visibility as a Source of Advice/Support for Small Businesses

This can mean a range of things e.g a particularly high traffic online campaign or taking teaching to companies or any other such outreach activities. What is important is that the business school promotes information to businesses about what support is available and who they can contact.

B18 Engagement with Small Business Representative Bodies

This means working with one of the many organisations that represents small businesses e.g Chambers of commerce, CBI, FSB, Enterprise Educators, ISBE

B19 Integration with Public Sector Small Business Support

There should be evidence that the business school works with other government business support agencies. E.g DIT, Innovate UK, Scottish Enterprise.

B20 Engagement with Government Agencies and Authorities on Business Support Strategy and Growth Agenda

There should be evidence of influencing the nature and content of policy documents and new initiatives stemming from government. For example, Staffordshire University's Deputy Vice Chancellor sits on the European Structural Investment Fund's local committee.

B21 Assessment of University/ Institutional Impact on Small Business

This is on whether universities are having an impact on SMEs. They should probably measure things like how many businesses they have engaged or whether there is a disproportionate concentration of SMEs close to the university.

C22 Dedicated Start-up Space for Students (Incubators)

This is whether the students have a dedicated space for start-ups. The kinds of support these spaces can offer can vary but they often include mentoring, consulting and workshops which are tailored to the particular businesses being grown there.

C23 Start-up Programme for Students

This means having a programme for students who have or would like to build start-ups. This should include numbers of start-ups generated, their survival and growth rates, the types of students involved, capacity of the programme, number of staff involved and details of the dedicated service being provided.

C24 Careers and Employability Support – Employment Opportunities in Small Businesses

There should be evidence of support offered to students and recent graduates to avail them of employment opportunities in small businesses. There should be information about how coordinated this is and how central it is to the post-graduation careers services.

C25 Placements in Small Businesses as Part of Course or Programme

There should be the availability of placements in small businesses and information about how wide the reach across the university is.

C26 Internships in Small Businesses outside of a Student's Course or Programme

There should be the availability of internships in small businesses outside of the student's course or programme. With this should be percentages of the student population engaged and evidence of there being reach beyond the business school.

C27 Small Business Mentoring of Students

This is whether there are small business owners or entrepreneurs mentoring the students. E.g in the form of an entrepreneur in residence programme. There should be information about the nature and the intensity of the programme.

C28 Role of the Entrepreneurship Society

There should be an entrepreneurship society with membership reaching beyond the business school and it should engage with national organisations. E.g NACUE

C29 Dedicated Small Business / Enterprise /Entrepreneurship Faculty

This is a faculty that delivers programmes with appropriate research and knowledge underpinning them. There should be evidence of the number of faculty in both the business school and the wider university and what their wider level of engagement with small business stakeholders is and information about junior and senior faculty who are research active in the small business domain.

C30 Enterprise Modules

There should be enterprise modules available to both undergraduate and postgraduate students. There should be details on the nature of these modules and evidence about the rates of enrolment both within and beyond the business school.

C31 Enterprise Modules Involving Small Business in Delivery

There should be enterprise modules that involve contributions from SME managers and entrepreneurs. There should be details on how involved they are in the design and delivery of these modules. There should be evidence of the impact and ways in which enterprise has been embedded into non-business disciplines.

Exemplars

This is an optional extra if there is something you think your school really excels in. In your application you need to say which dimensions it is linked to, what the title of the activity is and provide evidence for it having significant outcomes across the university. Crucially, you need to explain why your exemplar distinguishes you from other business schools in the country. If your school is awarded an exemplar, you will be given an appropriate form of words to be used alongside the SBC logo.

The Process

After you submit the application form, you will have an opportunity for a pre-visit phone call with the Chair of the panel.

There is then an assessment day where your school is visited by a team of assessors; an academic, an SME leader, and a representative from Enterprise Education UK. The assessor panel will view the evidence and make a recommendation to the SBC management board.

The SBC team will then send your school a fact checking version of the report, which contains some of the assessors comments (but details of whether the assessors believe the applicant to have qualified for the award are redacted). This gives the school a chance to draw attention to any pieces of evidence they feel the assessors may have overlooked.

The management board then decided whether to grant you the SBC award, whether it is for three or five years and if you have applied for an exemplar, whether or not they believe you qualify for that.