



loeeTM_UP
THINK | START | SCALE

A Modern Approach to Enterprise Learning



“Without the skills to focus their entrepreneurial spirit, innovative, talented people are without direction. The _UP approach will provide exactly that, **helping students to utilise their innate creativity** while understanding and taking commercial opportunities.

Developing _UP has been a fantastically rewarding process and the result is an engaging, comprehensive programme with broad appeal to young people.”

Sarah Trouten
Chief Executive

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What is _UP?

_UP is a revolutionary approach to enterprise learning delivery. It brings you the very best of enterprise education expertise based on widely researched best-practice.

Designed specifically to appeal to those looking to hone their entrepreneurial capacity and develop an enterprising outlook. It can be used to enhance your current programmes of learning or as a standalone programme in its own right.

As part of the process we work with you to help find which delivery approach will work best for your learners. We provide qualifications and a full programme delivery support platform as well as identifying relevant third-party content and materials.

In short, we provide you with an entirely fit-for-purpose, cost-effective enterprise learning solution. Think of _UP as your personal enterprise engine!



IOEE Experts in Enterprise

The Institute of Enterprise and Entrepreneurs (IOEE) is the learning institute for anyone thinking about starting or already running their own business, those who support them and those employed in innovative and entrepreneurial businesses.

Offering enterprise related training and qualifications, enterprise events and enterprise resources, the IOEE works with a range of private and public sector partners and delivers training through an international network of Centres of Enterprise Excellence and Enterprise Academies.

The IOEE has more than 30,000 members from across the spectrum of enterprise activity; students who have yet to start a business, entrepreneurs in the early stages of running their business, business owners looking to grow their business, managers working in an enterprising way, mentors and support professionals, and recognised learning providers.

The IOEE is also home to the National Enterprise Standards which underpin all of our work. Based on 20 years of research into what works, the National Enterprise Standards represent the definitive skills and knowledge required when it comes to enterprise.

Flexible by Design

We have created a framework of three innovative programmes for vocational enterprise. Each is aimed at developing students' enterprising skills, and focused on 'learning by doing'.

Our action-centred approach increases enterprise and entrepreneurial skills, while boosting the overall employability of students. Whether starting their own business or working within industry our programmes make sure students are prepared for whatever lies ahead.

The _UP framework has also been flexibly designed to extend and enhance your current delivery. If you already have learning materials and content we can help you to map them to our framework.

We also work with third-party content developers to help map their content to _UP. Our '**Works with _UP**' concept ensures that there is always a fresh supply of the latest support materials to complement your delivery. If you want to add simulations, online learning or in-depth workbooks to your programme we can signpost you to relevant, fit-for-purpose solutions.

WORKS WITH
ioee™_UP

Get The Idea

This programme has been designed to help students explore whether self-employment is right for them and to give them a framework within which to develop their vision and values for their business. The programme includes activities, references and case studies relevant to industry and covers the following areas:

When is a business successful?

Why do you want to start a business?

A business that's uniquely you

Defining your business values

Your business vision

Sharing your business vision

The business skills you need

Checking how you're doing

What will my business be?

Setting up my business

My business idea

Will my idea work?

Challenging my business idea

Accreditation

IOEE Award in Aspects of Enterprise

Get Started

This programme has been designed to help students to further develop and explore their own skills and abilities, before planning and developing various aspects of a business including marketing, sales and finance. The programme includes activities, references and case studies relevant to industry and covers the following areas:

Understand the challenges and risks of setting up a new business

Personal skills and abilities to run a business

Understand how to plan for a new business

Understanding finance in a business context

Understanding business relationships in a new business

Principles of marketing and selling in a new business

Accreditation

IOEE Award in Aspects of Preparing to set up a new business

| Get Enterprising

This programme has been designed to help students develop enterprise skills, and to become better problem solvers and creative thinkers - all crucial attributes in today's working environment whether employed or self employed. The programme includes activities, references and case studies relevant to industry and covers the following areas:

The characteristics of successful entrepreneurs

Understanding your own strengths as an enterprising person

Understanding ways of developing enterprising characteristics

Developing problem recognition and solving skills

Exploring and developing your creative thinking using a range of skills and tools

Accreditation

Award in Enterprising skills and employability

Signposting to quality-assured third-party content



