

## **Business Engagement Policy**

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## Version Control History

<b>Version Number</b>	<b>Date of Change</b>	<b>Summary of Revisions Made</b>
0.1	4.5.2020	First draft of Policy
1.0	8.6.2020	Endorsed by Curriculum Business Planning
1.1	June 2020	Approved by CMT
1.2	March 2023	Rebranded

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# Business Engagement Policy

## 1 Purpose

- 1.1 To enhance awareness and understanding of the key principles of business engagement by the College.
- 1.2 Ensure that all business engagement, development and project working is developed in alignment to the key college strategic aims and values.

## 2 Scope

- 2.1 The Policy covers all business engagement, development and project working activity conducted on behalf of Perth College UHI by staff, students, or business partners.

## 3 Definitions

### 3.1 Business Engagement:

Business activity and connectivity that staff and students are engaged in either internally or externally that benefits all parties and results in a measurable outcome. This can range from advisory interactions to long term strategic partnerships and commercial project work. The result may lead to research and knowledge exchange and enhance the college's curriculum provision. This engagement work generates financial and organisational growth whilst enhancing reach and reputation.

### 3.2 Business Development:

A response to external initiatives and recognition of business needs that can lead to partnership working and the creation and delivery of added value projects with our partners.

### 3.3 Project Working:

A commitment to planning, organising, co-ordinating, understanding and controlling resources in all business engagement and development activity.

## 4 Key Principles

- 4.1 To work together with partners to meet the needs of our students, staff, business partners and customers.
- 4.2 To encourage entrepreneurial thinking and practice of our students, staff and business partners.
- 4.3 To provide outstanding service that delivers premium value to business partners.
- 4.4 To develop business relationships that make a positive difference in the lives of our students, staff and business partners and customers.
- 4.5 To ensure that all business engagement and development is in line with the College Strategic Plan Aims and Values.
- 4.6 To develop processes and procedures to support this policy that are agile and dynamic to ensure staff can develop and grasp a business opportunity when it presents and be competitive and successful in the marketplace.
- 4.7 To share business information across college where new partnerships or projects are being developed to ensure opportunities are maximised.
- 4.8 To share relevant academic knowledge and intelligence in a proactive way that allows the college to optimise business relationships and support the currency of and developments in the curriculum portfolio, whilst maintaining the integrity of intellectual property rights.
- 4.9 To ensure business engagement, development and project management working is completed in a collaborative and consultative manner and takes into account appropriate business risk.

## 5 Responsibilities

- 5.1 The Vice Principal External Engagement (VPEE) is responsible for the strategic oversight of all business engagement, including new business development and partnership working and for ensuring that all engagement is conducted within legislative parameters and in line with the College Strategic Plan.
- 5.2 The Head of Business Development has the tertiary oversight of all college business engagement and reporting thereof of project milestones and outputs to the VPEE and CBP.
- 5.3 Sector Development Directors and Heads of Department are responsible for the development of new business in their areas, for sharing the intelligence and outputs from business with college staff at Curriculum Business Planning Group (CBP), and ensuring all business development and partnership working is conducted in line with college policy and procedure.

- 5.4 CBP is the group responsible for the ensuring there is appropriate governance oversight and quality management of business engagement and partnership working. Their role is to ensure due diligence is conducted with respect to all new partnership working and that business engagement is conducted in line with college strategy, policy and procedure and meets the key principals of this policy.
- 5.5 CASE is responsible for ensuring appropriate quality assurance has been conducted where business engagement and partnership working is linked to curriculum enhancement, work-based experience where linked to assessment, and or generation of research and/or knowledge exchange.

## 6 Linked Policies/Related Documents

- Perth College UHI Strategic Plan
- Business Development Strategy

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