

**CASE STUDY: SUCCESSFULLY EMBEDDING THE ACQUISITION OF ENTREPRENEURIAL SKILLS ON
A WORK BASED LEARNING PROGRAMME, THROUGH SUSTAINABLE PARTNERSHIP WITH FROST
CHARITY ORGANISATION**

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ABSTRACT

Wasserman (2012) suggests that entrepreneurship can be taught. A number of education proponents have argued that if you can teach people general skills that are useful in business, also lessons about running their own companies can be successfully instilled into various programmes. The Work Based Learning programme at The University of Plymouth Business School has successfully embedded the acquisition of entrepreneurial skills into its scheme. This case study reports one of the triumphant cases on a Work Based Learning programme which enabled successful acquisition of entrepreneurial skills and this was achieved by the scheme through sustainable partnership with an organisation called FROST charity. University students developed advanced key entrepreneurial skills through securing finance for FROST charity and using the funding acquired to revamp the stage area of the FROST charity's main hall that had become disused, dilapidated and was serving as a storage area for unwanted items. The skills that the University students developed include persuasion, negotiating, leadership, accountability, goal orientation and interpersonal skills. When students were executing the FROST project students had to also develop the ability to think quickly on their feet, have confidence in undertaking challenging tasks, budgeting, purchasing and completing tasks on time. The project also benefited the University's staff by enabling them to satisfy the University's corporate objectives by delivering an engaging, fun and exciting learning environment for the students to develop. A further benefit of the project was that by refreshing and redecorating the main hall, the students enhanced the services that FROST delivers to the community and improved community usage of this resource to stage dance and drama performances for all age groups.

Keywords: *Work Based Learning (WBL), accounting education, entrepreneurial skills*