

## FONTYS STUDENT ENTREPRENEUR POLICY and STUDENT ENTREPRENEUR SCHEME

### Fontys Student Entrepreneur Policy

#### 1. Background

Fontys' motto is: 'Development based on personal attention and maximum challenge' (*Groei door aandacht en uitdaging*). Fontys thereby recognises that the generic student does not exist and that attention must be paid to individual differences between students. In this context, Fontys is therefore keen to offer specific opportunities for talent development. By paying personal attention to students as individuals and offering scope for talent development, students are offered maximum challenge and opportunity for development.

Fontys is therefore keen to create an inspiring and stimulating environment in which a student's talents can play a key role in their study programme. This vision is consistent with the Strategic Vision for Higher Professional Education: Flexible and Resilient (*Strategische Visie #HBO: Wendbaar en Weerbaar*). The development of individual talent and customisation are key concepts here. Fontys is keen to make special arrangements for individual students in order to help Top-Class Athletes and Student Entrepreneurs in particular develop their specific talents. A specific policy is being defined for this purpose. This memorandum outlines the key aspects of the Student Entrepreneur Policy. This policy is designed to enable students to combine their studies with their entrepreneurial activities.

New businesses (startups) and the innovation which they bring are essential for economic growth and employment. Entrepreneurship provides work: for suppliers, customers and employees. As the biggest quality university of applied sciences in the south of the Netherlands, Fontys is a key partner in this enterprising region. Fontys is keen to strengthen this role by facilitating and encouraging successful young entrepreneurs. Starters in these regions are involved in innovative fields such as 3D printing, robotics, big data and the internet of things, as well as in more traditional sectors. This requires them to be adaptable and flexible. Fontys offers entrepreneurship modules as an integral part of its study programmes, and encourages talent development and an enterprising approach in students. The Fontys Student Entrepreneur Policy goes a step further: it is designed to help passionate young student entrepreneurs live their entrepreneurial dreams. And from a commercial perspective, clearly an increase in the number of starters is highly beneficial. The Fontys Student Entrepreneur Policy is designed to encourage Student Entrepreneurs to strive to achieve their full potential when developing, growing and expanding both their business and their entrepreneurial behaviour.

Combining studying and entrepreneurship is not straightforward but it is combination which offers students and education institutions unique experiences and development opportunities. Research (ECE and Guess, 2014) indicates that the number of students who run a business alongside their full-time studies has doubled since 2012! The Fontys Student Entrepreneur Policy is designed to help ensure that entrepreneurship and academic study can be successfully combined, thereby increasing the prosperity of the south Netherlands region. Our goal is to support enterprising and creative students, giving them the opportunity to experiment and developing their innovative skills to the full.

## **2. Principles of the Fontys Student Entrepreneur Policy:**

The Fontys Student Entrepreneur Policy and its implementation through the Fontys Student Entrepreneur Scheme are based on the following principles. These principles apply to all Fontys University of Applied Sciences' institutions.

- Fontys recognises the positive influence of entrepreneurship by creating an environment within each Fontys institution in which Student Entrepreneurs can grow and excel;
- Fontys wants to help students who have their own business or who are setting up their own business to organise their studies accordingly;
- Every Student Entrepreneur must achieve the same qualifications as other students if they are to be awarded the diploma for their study programme;
- Wherever possible, Fontys will provide facilities to enable the student to combine their studies with their entrepreneurial activities;
- The Student Entrepreneur is expected to have a proactive attitude. The ability to study independently is crucial in this context.
- Fontys and the Student Entrepreneur accept that running a business in combination with academic studies may lead to a delay in the completion of the student's study programme;
- A Fontys Student Entrepreneur Scheme is being developed and will be submitted for adoption to the Executive Board, whereupon the consent of the Central Participation Council (CMR) will be obtained;
- The Fontys Centre for Entrepreneurship offers a central point of contact for issues relating to entrepreneurship for current and prospective students and involved staff. This centre works closely with the Student Facilities department and can provide current and prospective students and staff with information on the Fontys Student Entrepreneur Policy and Student Entrepreneur Scheme;
- The Student Entrepreneur Policy will be reviewed in May 2018 by the student component of the CMR.

The Fontys Student Entrepreneur Policy was adopted by the Executive Board on 15 March 2016, subject to the approval of the CMR. The latter granted its approval on 7 April 2016.

The Fontys Student Entrepreneur Policy enters into force on 1 May 2016.

## The Fontys Student Entrepreneur Scheme

### Article 1 Aim and scope of the Fontys Student Entrepreneur Scheme

The aim of the Fontys Student Entrepreneur Policy is to create an environment in which Student Entrepreneurs<sup>1</sup> can grow and excel. This aim is implemented in this Scheme in the form of special facilities for which a Student Entrepreneur is eligible. The Scheme also specifies the conditions which must be met for a student to be eligible for the relevant facilities. The Scheme is designed to help Fontys students who have been designated as Student Entrepreneurs combine their entrepreneurship activities with their studies. The Scheme applies to all students enrolled at Fontys.

### Article 2 Conferment and registration of Fontys Student Entrepreneur status:

#### 2.1 Fontys Student Entrepreneur status is conferred as follows:

- a) The Student Entrepreneur submits a digital request for Student Entrepreneur status<sup>2</sup> to the Centre for Entrepreneurship using the designated form on the website: <http://fontys.nl/cvo>;
- b) The Centre for Entrepreneurship assesses, on the basis of the documentary evidence provided, whether the student meets the conditions set out in Article 2.2 of this Scheme. This documentary evidence will be treated in the strictest confidence and will only be used for the purposes of this assessment;
- c) The status is awarded for the remainder of the student's academic year, provided the student continues to meet the relevant conditions. This status will be reviewed each academic year on the basis of the conditions set out in Article 2.2. The details will be set out in the Centre for Entrepreneurship's internal regulations;
- d) The conferred status is registered by the Centre for Entrepreneurship and a copy of this registration is sent to the student, the student career counsellor and the examination board of the institute where the student is studying.

#### 2.2 Students are eligible for the conferment of Student Entrepreneur status by the Centre for Entrepreneurship if they have their own business or are working on setting up their own business, provided that the business meets all of the following minimum criteria:

- The student is enrolled at Fontys University of Applied Sciences;
- (Where applicable) The businesses is registered with the Chamber of Commerce;
- (Where applicable) The business has a VAT number;
- A business case has been submitted to the Centre for Entrepreneurship. The business case must always contain the following details:
  1. The entrepreneur: a clear presentation of the individual, their background and experience, including a CV;
  2. The business: using the Value Proposition Design and the Business Model Canvas (Osterwalder), demonstrate the product/market fit, paying particular attention to the commercial and marketing plan and market potential in the form of a business case. The Golden Circle (Sinek) can be used to clarify the added value of the entrepreneur and their business for customers.

And, in addition, in the case of an existing business:

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<sup>1</sup> A student (the individual who, in accordance with Section 7.32 et seq. of the Higher Education and Research Act (WHW), is enrolled in a Fontys study programme) who has been conferred the status of Student Entrepreneur.

<sup>2</sup> The department at Fontys which assesses student requests and decides, based on the criteria specified in Article 2 of this Scheme, whether a student with their own business is eligible for the status of Student Entrepreneur

3. The finances: this must include an estimated balance sheet and profit and loss account, expected turnover, investment budget, operating budget, liquidity forecast and an estimate of personal expenditure.

4. The time frame: look three years ahead.

### 2.3 Reporting:

At the end of each academic year the Centre for Entrepreneurship will produce an anonymised report on the implementation of the Student Entrepreneur Scheme, which will give a clear picture of the operation of the Student Entrepreneur Policy. The report will be published on the Centre for Entrepreneurship's portal, and the Executive Board and the CMR will be notified accordingly.

### Article 3 Facilities

Students who have been conferred Student Entrepreneur status are eligible for a number of facilities. In this context, a Student Entrepreneur will request a meeting with their student career counsellor to discuss their individual needs, at which a representative from the Centre for Entrepreneurship will always be present. At this meeting, arrangements will be made concerning study planning and timetabling of modules and examinations, tests, etc. Fontys will endeavour to accommodate the student's requests, provided that the solution can reasonably be implemented by the organisation and fits within the curriculum. The student must forward the arrangements made at the meeting for approval to the examination board of the institute where the student is studying. It is a requirement that Student Entrepreneurs achieve the same exit qualifications as other students if they are to be awarded the diploma for their study programme.

A Student Entrepreneur is in any case eligible for the following facilities:

- *Supervision by a Fontys/external coach:*

A Student Entrepreneur is supervised by one or more Fontys/external coaches. The coach will be appointed by the Centre for Entrepreneurship. If the study programme has experts in the field of entrepreneurship, the Centre for Entrepreneurship will endeavour to assign a coach from the student's study programme also.

- *Modified attendance requirement:*

If the content and nature of the programme allow (as determined by the examination board), a Student Entrepreneur may, at their request, be exempted from the attendance requirement or be eligible for a reduced attendance requirement.

- *Modified test and examination arrangements:*

If as a result of their entrepreneurial activities a Student Entrepreneur cannot take part in any or all tests or examinations, they may submit a request to the examination board to be granted an additional test opportunity in order to have two test opportunities per academic year as provided for in Article 28 of the Teaching and Examination Regulations.

- *Modified first-year arrangement:*

The running of a business by students with Student Entrepreneur status is deemed to be a special circumstance as a result of which a study advice can be postponed in cases where other students would receive a negative binding study advice. In principle, Student Entrepreneurs are given a maximum of two years to obtain a positive study advice.

Programmes may however specify a minimum number of credits to be obtained in the first year of the first-year phase. Each programme will lay down such provisions in the Teaching and Examination Regulations as of 2016-2017.

- *Modified work placement and graduation arrangements:*

A Student Entrepreneur may submit a request to the examination board for special arrangements for their work placement and/or graduation process (e.g. a work placement spread out over more days than usual). Where appropriate, the work placement and graduation process may take place within a Student Entrepreneur's own business, provided that, at the sole determination of the examination board, the requirements in terms of supervision and level to be achieved can be satisfied. The examination board must consult the Centre for Entrepreneurship before making a decision.

#### **Article 4 Disputes**

In the event of a dispute relating to the conferment of Student Entrepreneur status or the granting of one or more facilities, the following legal protection procedures may be followed:

- *Student Entrepreneur status:*

If the request relates to the conferment of Student Entrepreneur status, the student must first take the issue to the director of the Fontys School of Business Management, Education and Technology. If necessary, a complaint can subsequently be submitted to the Executive Board pursuant to Article 47 of the Students' Charter.

- *Facilities:*

If the request relates to a refusal by the examination board to grant requested facilities, a student may appeal to the Examination Appeals Board, as described in Article 46 of the Students' Charter. The legal protections for all students are detailed in Section 7 of the Fontys Students' Charter. If a student encounters problems in relation to Student Entrepreneurship, they can contact their student career counsellor and/or the Centre for Entrepreneurship for advice at any time.

#### **Article 5 Entry into force**

The Fontys Student Entrepreneur Scheme was adopted by the Executive Board on 15 March 2016, subject to the approval of the CMR. The latter granted its approval on 7 April 2016.

Article 3 (regarding the Modified first-year arrangement) was adjusted by the Executive Board on 27 September 2016, subject to approval of the CMR. The latter granted its approval on 3 November 2016.

The Fontys Student Entrepreneur Scheme enters into force on 1 May 2016.