



Nottingham Trent  
University

NTU Enterprise

## **Year in Enterprise**

Student Placement Programme 2025/26

Information for applicants

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## Outline

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Year in Enterprise (YIE) is an unpaid self-funded placement with NTU Enterprise based at the Dryden Enterprise Centre on NTU's city campus. The programme consists of workshops, events and mentoring delivered by the NTU Enterprise team to help you kickstart a business whilst you're still studying.

The placement year runs from 24 September 2025 to 31 July 2026. As part of the programme, you'll receive a free flexi membership of Dryden Enterprise Centre (worth up to £600) which includes access to the DEC community, events and a place to work on your business.

On the programme you'll get to take part in some exciting initiatives such as the strategic consultancy project with MBA students from Nottingham Business School. You'll also have the opportunity to apply for grant funding from Santander Universities UK. And even though you'll be doing your placement, you can still access NTU's student enterprise activities such as Entrepreneurs Club and Knowledge Lab (see our [NTU Enterprise Learning Room on NOW](#) and [Instagram](#) for more details).

### Who is it for?

The programme is for any NTU student from any discipline who is interested in pursuing a business idea (including freelancing) as part of their placement year. The placement gives you a valuable opportunity to learn about enterprise and what it means to be an entrepreneur.

**Unfortunately, we are unable to offer the placement to International Students as this contravenes student visa requirements.**

### **What are the aims of YIE?**

The programme will provide you with the key tools to help you validate and refine your business concept and model. As a YIE entrepreneur you will be supported on your start up journey by our team of enterprise advisors who will help you to progress to the next stage of launching your enterprising venture.

### **Programme structure**

YIE starts with an Induction Day. This is a chance to meet your peers and understand more about the programme.

YIE will also join the Graduate Enterprise Programme entrepreneurs as well as students from our NTU Start Up programme. You will then undertake a 12 week start up programme of essential start up workshops. This part of the programme runs until December. All sessions take place on a Tuesday and will be delivered in-person at the Dryden Enterprise Centre.

YIE will be fast paced and will cover a range of topics that are relevant to the research and planning stages of starting a business. What you learn will validate your idea – or challenge it. Be prepared to see things from a different perspective or through a different lens.

YIE is a practical programme and you be given tools to take away and work on, related to your own business goals. The resources and materials presented can be adapted according to individual needs.

All information, resources and materials will be stored on a dedicated Microsoft SharePoint site.

### **Am I eligible?**

**Please note: the placement is not available to international students with Student Visa status.**

To be eligible for the programme you must be an existing NTU student looking for a sandwich placement. As with all NTU placements, YIE is an assessed element of your course and must be registered on the InPlace platform.

All YIE students must have a business idea they want to explore. You don't need to have registered your business yet (but it's fine if you have). You can also apply if you have started your business already but are still in the start-up phase and need help with the basics (check out the programme outline to see it's for you).

We talk a lot about mindset on the programme. We expect you to be motivated to work hard on your business and be positive about the journey ahead. We understand that people have other commitments – for instance having a job during the placement year is sometimes necessary. Our expectation is that you dedicate every Tuesday to YIE and be present at the DEC. The rest of the week is about self-directed learning and is up to you, but we strongly suggest you manage your time effectively by carving out time in your weekly schedule to focus on your business, using the DEC as a space to make this happen.

Being based at the DEC during your placement year brings lots of benefits and you will start to feel part of the business community here. Talk to us about what happens when the placement ends – we can offer a membership deal for you to continue running your business from the DEC whilst also completing the final year of your studies.

**It is important to note that the placement is unpaid. Please speak to your Tutor, NTU Student Services or your contact in Employability to understand more about reduced fees for the year and other student finance matters.**

## Year in Enterprise - outline timetable

**22 September – 15 December 2025**

**The YIE cohort will join with participants of the Graduate Enterprise Programme and NTU Start Up for a 12-week programme of workshops.**

The outline timetable is indicative of the sessions we offer but all dates and topics are to be confirmed.

Activity	Date/time	Details
<b>01: Welcome to the programme</b>	To be confirmed	<ul style="list-style-type: none"> <li>• Welcome to the Dryden Enterprise Centre.</li> <li>• Outline of the programme.</li> <li>• Get to know your peers and facilitators.</li> <li>• Introducing your business idea.</li> <li>• Expectation of the programme.</li> <li>• Complete relevant paperwork.</li> <li>• Tour of the DEC.</li> </ul>
<b>02: Introducing the Business Model Canvas</b>	To be confirmed	<ul style="list-style-type: none"> <li>• How to use the Business Model Canvas (BMC), a strategic entrepreneurial tool to help you describe and challenge your business model.</li> </ul>

<b>03: Business Model Validation</b>	To be confirmed	<ul style="list-style-type: none"> <li>• Using the BMC to visualise and communicate a simple story for your business idea.</li> <li>• The importance of customer profiling</li> </ul>
<b>04: Branding &amp; Marketing</b>	To be confirmed	<ul style="list-style-type: none"> <li>• Providing you with a solid understanding of the basics of branding and marketing for start-ups.</li> <li>• Learn how to make informed decisions when planning your marketing strategy.</li> </ul>
<b>05: Using LinkedIn for Business</b> <b>+ Introduction to networking</b> <b>+ Pricing Strategy</b>	To be confirmed	<ul style="list-style-type: none"> <li>• Learn how to make the most of LinkedIn as a start-up business. Hear some top tips from a LinkedIn expert!</li> <li>• Tips on networking and making useful contacts.</li> <li>• What's involved in pricing your products and services? This quick intro to pricing will help you.</li> </ul>
<b>06: Business Essentials – registration, tax and legals</b>	To be confirmed	<ul style="list-style-type: none"> <li>• How to navigate the legal requirements of starting a business.</li> <li>• Learn all about business registration and what's the right route for you.</li> </ul>
<b>07: Communicating your business to the world</b>	To be confirmed	<ul style="list-style-type: none"> <li>• How to talk confidently and effectively about your business.</li> <li>• Develop and practice an elevator pitch.</li> <li>• Tips on successful networking</li> </ul>
<b>08: Funding for your start up.</b> <b>+ Introduction to Mentoring</b> <b>+ Preparation for Meet the Mentors</b>	To be confirmed	<ul style="list-style-type: none"> <li>• Exploring finance and funding options for start-ups.</li> <li>• The value of coaching and mentoring in enterprise and entrepreneurship</li> <li>• Next week's Meet the Mentors – preparation to get the most from the event.</li> </ul>
<b>09: Creating content for your start up</b>	To be confirmed	<ul style="list-style-type: none"> <li>• How do you go about creating exciting, far-reaching and authentic content?</li> <li>• How to reach your desired audience and create impact with your content. How do you go about creating exciting, far-reaching and authentic content?</li> </ul>

<b>10: Meet the Mentors</b>	To be confirmed	<ul style="list-style-type: none"> <li>Meet with our external mentors for some quick-fire, one-to-one speed mentoring.</li> </ul>
<b>11: Other essential topics plus one-to-one networking</b>	To be confirmed	<ul style="list-style-type: none"> <li>Opportunity to book a one-to-one session with Jane Brown to look at next steps.</li> <li>Other topics to be confirmed</li> </ul>
<b>12: Reflection session: next steps for your start up</b>	To be confirmed	<ul style="list-style-type: none"> <li>How to get to the next stage – launching your start up, getting sales and growing your business.</li> <li>Set specific goals and develop a plan to achieve them.</li> <li>Next steps with NTU and the DEC.</li> </ul>

### Spring/Summer Sessions

From January – July there will be follow-on workshops, 1:1 mentoring, peer group sessions and networking events for you to attend. Topics such as sustainability, data analytics and intellectual property will be covered. We have a series of ‘roundtable’ events led by professional services industry experts.

A full timetable with dates will be shared with you at the start of the programme. Most workshops will be on a Tuesday, but sessions may take place on other days of the week too.

Please note you must attend every Tuesday as a minimum for the entire placement.

### How to apply

#### 1) Application form – deadline Friday 25 April

Complete the [application form](#) by the deadline. Once submitted we will contact you with details of an informal interview which can be on Teams or in person.

#### 2) Tutor approval form – deadline Friday 18 April

Your course tutor must give approval for you to undertake the YIE placement – it is your responsibility to arrange this. Send the [Tutor Approval Form](#) to your tutor asking them to complete it before the deadline. If we don’t receive approval from your tutor, we will not be able to consider your application.

#### 3) Review of application

We will review your application to check eligibility and then email you to offer an interview (or confirm that you have been unsuccessful).

#### 4) Interview

Interviews will take place during week commencing 12 May 2025. The interview is informal – you do not need to prepare anything. We are keen to meet you and understand more about you and your business idea.

**5) Confirmation of placement**

We will follow-up after the interview with a successful offer of a placement or to inform you that you have not been successful. There will also be some pre-placement preparation to do before the programme starts at the end of September 2025.

**Further information**

If you have any queries about the YIE placement, please contact [Enterprise@ntu.ac.uk](mailto:Enterprise@ntu.ac.uk).

[NTU Student Enterprise on Instagram](#)

[Dryden Enterprise Centre Website](#)

[How to find Dryden Enterprise Centre](#)

[NTU Enterprise on LinkedIn](#)

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