KS5 ENTERPRISE CHALLENGE

70 Hours and 50 lessons/assessment periods

Teaching Skills Programme: September-February (2 weekly lessons)

Assessment: March (aim for before Easter, but April is also available, bearing in mind that external examinations start)

1. Skills Audit
2. Innovation Proposal and Presentation
3. Destination Plan (Tutorial)
4. Personal Reflection Presentation

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| Learning Activity  | Skills  | Resources  | Differentiation  | Learning Outcome/Assessment  |
| 1. Introduction to Enterprise Challenge
2. Show PPT ‘Shift Happens’: explain the Challenge, assessment tasks and facts about the world of business
3. Hand out pupil booklet
4. Photographs of entrepreneurs: discuss
5. Quiz ‘Name that brand’
6. Explain what is a ‘mission statement’ and ‘mission statements’ Quiz
7. Look at successful new ideas/businesses (Apple, Apps…) and discussion
8. Show ‘The Apprentice’ (stop and explain tasks)
 |   | 1. PPT ‘Shift happens’
2. World Famous entrepreneurs
3. (a) PDF ‘Name that brand’

(b) PDF ‘Name that brand’ answers 1. (a) Mission statement

(b) Mission statement answers (c) Companies’ mission statements (d) Companies’ mission statements answers |  | LO1 |
| 1. Skills audit
2. Explanation of the types of questions in the skills audit and complete a personal audit of skills on <https://www.enterprisecatalyst.co.uk/>
3. SWOT analysis of personal skills and discussion (teacher to record learners’ marks so as to get an idea of future group combinations)
4. Log in to Enterprise Catalyst, complete the Quiz and print out the report
5. Complete the Enterprise Catalyst sheet in pupil book, which matches the quiz they have just completed
 |  | Skills audit (Excel) Internet access and to Enterprise Catalyst website Pupil booklet with the results’ analysis Sheet (1 a & b) Resources in the folder with more explanation of SWOT analysis and skills if required: 1. skills audit booklet
2. a SWOT

b SWOT with prompt1. SWOT analysis table
2. lesson plan
 |  | LO2 |
| 1. Project Management
2. List of tasks to complete in order to start a business
3. Create a GANTT chart in Excel if possible
 |  | 1. PPT with the project management plan
2. GANTT chart template in the pupil booklet to be completed and a list of possible tasks
 |  | LO2 |
| 1. How to draw up a Business Plan
2. Remind pupils of the aims and objectives of business
3. Read through the examples of questions to ask before starting a business
4. Read the example of the App Nails Business Plan
5. Learners then to complete their own Business Plan either for a Yogurt Business or for Surfing Photographs. There is a blank template of the Plan in the resource folder
 |  | 1. PPT Aims & Objectives & Mission statement

Example of App Nails Business Plan in the learner pack Blank template of the Business Plan in the folder  |  | LO2 |
| 1. How to generate new ideas
2. Introduce different ‘brainstorming’ techniques: mind maps, Pessimist v Optimist, randomness, right braining (photos), morphanalysis
3. Individually, use one of the techniques to think of business ideas to apply for ‘The Apprentice’
4. Look at a Business example and SWOT analysis and make notes
5. Learners to select the best idea for a business and make a SWOT analysis of it
6. Write a mission statement for their mock business
 |  | 1. PPT Brainstorming techniques and lesson plan 2. PPT SWOT analysis of a business3. Example of SWOT analysis (App Nails) SWOT template  |  | LO1 |
| 1. Market research
2. Explain the different methods of undertaking research work: primary (questionnaire, interview, e-mail, focus group) and secondary (the internet, books, national data, newspapers, media, product research)
3. Learners to use Local fair/event to undertake Market Research on their business idea
4. Example of possible questions
 |  | 1. PPT Market Research (and Business Book Level 3?)

Clip from The Apprentice (market research)1. Lesson plan to support the above
2. Another Market Research PPT

Examples of the market research for questionnaires in the pupil’s book  |  | LO1 |
| 1. How to keep minutes of meetings
2. Show PPT on how to keep minutes in meetings and the importance of this
3. Look at example of template for business meeting minutes and annotate
 |  | 1. PPT Meeting minutes
2. Example of template for minutes in the pupil pack
3. Different templates for keeping minutes
 |  | LO2 |
| 1. How to manage the business budget
2. Explain ‘cash flow’ and such finance terms
3. ‘Cash Flow Forecast’ and ‘Cost per unit’ tasks
4. Look at example of business budget and annotate
5. Learners to complete either a ‘Cash Flow forecast’ or ‘Cost per unit’ for their business idea
 |  | 1. PPT ‘The importance of cost’
2. Task 1 to go with PPT 1
3. ‘Cash Flow’ PPT (more basic)
4. Lesson plan for above ‘Cash Flow’ PPT
5. ‘Profit & Loss’ PPT
6. Lesson Plan for above ‘Profit & Loss’
7. Tasks to support resource 4

Example balance chart for Nails Business in the pupil book  |  | LO3 |
| 1. Design a Prototype and Display for their business plan
2. Plan 4 different prototypes. Ensure detailed annotation on the prototype plan including: budgeting/market research/colours/sound/images/UPS/production details
3. Find the market view on which Prototype/App/Service is best (Vote/Facebook/Twitter). Use Richard Branson’s website http://www.virginmediabusiness.co.uk/pitch-to-rich/
4. Analyse results and generate charts/graphs
5. Plan a visual display for their plan which shows the planning process for the final prototype/service/app.
 |  | 1. ‘Prototypes’ PPT
2. ‘How to create a display’ PPT
3. PPT ‘Creating a display’ (simple)
4. Evidence booklet for display (simple)

Some might need support with data analysis and generating graphs  |  | LO1LO4 |
| 1. What are the 4Ps?
2. Explain the importance of the 4Ps
3. Learners to write bullet points for the 4Ps for their own business plan
4. Justify their choice of techniques to be selected in each section
5. There are 4Ps worksheets (10.3) if more practice is needed
 |  | 1. 4Ps PPT
2. Template for 4Ps in pupil booklet
3. Work packs in Publisher to support PPT resource 1
 |  | LO2 |
| 1. Advertisement Techniques
2. Examples of advertisements (television, the internet, posters and so forth)
3. Tasks
4. Discussion on the best form of promoting and marketing their product and note in the pupil’s book
 |  | 1. ‘Using social media to advertise’ PPT
	1. Advertisement and marketing techniques
 |  | LO1 |
| 1. How to make a successful presentation
2. Show PPT ‘Making a successful presentation’
3. Show Dragon’s Den, The Apprentice and You Tube ‘pitch to rich’ and discussion
4. Think of a PRESENTATION/pitch for their business
 |  | 1. ‘Making a successful presentation’ PPT
2. Video clips - The Apprentice, ‘pitch to rich’ and Dragon’s Den
 |  | LO1LO5 |
| 1. How to evaluate in detail
2. Show the evaluation PPT
3. Listen to class pitches and provide feedback
4. Evaluate whole process using the template in the pupil book
 |  | 1. ‘How to introduce the Reflection’ PPT
2. Template for evaluating the whole process, which is in the pupil book
 |  | LO2LO5 |
| 1. The importance of team work and choosing wisely!
2. Following the results of the audit, the teacher will group pupils so as to ensure that each group contains members with different skills
3. Draft a Pen Portrait to present to the team (but this does not have to be done).
 |  | 1. ‘Roles & Responsibilities’ PPT
2. Results of initial skills audit
 |  | LO2 |
| 1. The Challenge!!!
2. PPT to explain the real challenge
3. Learners to generate a business plan using all that they have learnt!
4. PEN PORTRAIT (draft this year’s pen portrait)
 |  | 1. Challenge PPT
 |  | LO1-LO4AND EVIDENCE TASKS (see the teacher assessment sheet)  |

Destination Plan (Head of 6th Form):

Tutorial lessons, guest speakers, finance lessons, Careers Wales (time during the summer term to re-draft Pen Portrait, write the first draft of UCAS letter and think of career paths – save the work and assess in Year 13).