

CREATIVE ENTERPRISE EDUCATION



INTRODUCTION

Using the world of business, '*Enterprise Days*' allows learners to begin to understand the practical and theoretical world of work through a school based enterprise project (competition).

LEARNER OUTCOMES

- Understand the world of work and the components of a successful business.
- Develop and cost a product idea that could be sold within school or the community.
- Learn how to develop a business plan that shows a clear rationale, financial forecast, marketing plan, SWOT and PEST analysis that would be scrutinised and accepted by a panel for financial support.
- Produce a product or service.
- Sell a product or service within school or community.
- Evaluate and analyse outcomes to a panel.

STAGES OF DELIVERY

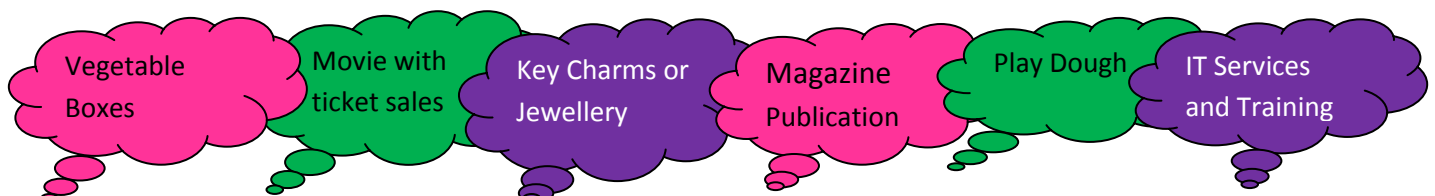
1. Introduce the concepts and launch the competition
2. Presentation of the business case to a panel that would secure funding
3. Product development
4. The selling session
5. Evaluation and analysis of results

CURRICULUM LINKS

- Business studies
- Finance and Marketing
- Communication and Social Skills
- Problem Solving and Creativity
- Application of numbers

- English
- Science
- Presentation
- IT Skills
- Team work

WHAT CAN BE ACHIEVED?



To discuss further the package that could be tailored and delivered to your organisation, please contact.

Enterprise Enrichment – lisa@enterpriseenrichment.co.uk – 07879 625660 / 01827 331514