

ENTERPRISE

Y11 CURRICULUM PLAN 2017 - 2018

Term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Topic	The Apprentice	Christmas Enterprise	Enterprise Skills	Food Enterprise	Media	Summer Fayre
Topic Summary	<p>The pupils will take part in a project based on the BBC1 television programme 'The Apprentice', where they will develop a number of enterprising skills, such as team work, communication and problem solving. The purpose of the activity will be to allow pupils to 'make their ideas happen'. They will work as a group to generate a profit from a start up fund of £20. They will work collaboratively to generate ideas of the types of products or services that they can offer and will then conduct some market research to ensure there is a demand for their ideas. They will do a cost analysis of each product/service to ensure that the sales price will generate a profit. They will also do some product testing and quality control before offering their products to market. The pupils will work together to produce their stock which they will sell to the school community. At the end of the project each team will present their work in 'The Boardroom', where one team will be 'Hired!'</p>	<p>The pupils will work as part of a team to produce sellable items or give a service relating to Christmas. They will brainstorm different ideas, select the four best ideas and conduct a market survey to gauge people's interest. They will then decide which ideas to pursue and plan their time to enable this to happen. The pupils will produce a range of prototypes to be shown / given away to raise interest in their business. The pupils will also produce an advertising campaign to encourage sales. Pupils will draw up a timely work outline plan, showing what they will do each week and how much they plan to produce, etc. The pupils will batch produce products to produce a stock ready for sale. Pupils will be responsible for collecting money and issuing receipts. Each team will analyse the money in - money out to calculate profit / loss generated.</p>	<p>Each week the pupils will be take part in a 'workshop' that focuses on a different enterprise skill. The skills that will be explored are teamwork, leadership, communication, taking risks, creativity and financial planning/budgeting. The pupils will take part in discussions, group tasks and practical activities that enable them to experience each of the different skills and to discover what each skill involves. The pupils will evaluate their ability to perform each of the skills, through self evaluation and peer- assessment.</p>	<p>The pupils will work as part of a team to produce and sell food products in order to generate a profit. They will visit a food manufacturer to gain a real life insight into the development and production of food. The pupils will work in small teams, with each team selecting one product that they can produce. The pupils will produce a sample to be shown / tasted to raise interest in their product. They will lead a focus group to enable them to develop their product ideas further. The pupils will then produce an advertising campaign to encourage sales, which will be shown throughout school. The pupils will batch produce their product to generate stock ready for sale. Pupils will be responsible for keeping basic accounts of expenditure, revenue and gross and net profits. Pupils will sell their goods by setting up and running a cafe within school.</p>	<p>Pupils will undertake a media project where they will investigate how media is used in business. Pupils will visit the National Media Museum to take part in an animation workshop and will gain an insight into how media and animation may be used in business. Pupils will also experience different job roles available in the media sector, for example, being a newsreader or working as a cameraman. Pupils will then undertake a project in school to use digital media to advertise and promote a given product.</p>	<p>Pupils will be responsible for planning and managing a summer fayre for the Year 11 pupils. This will involve planning and setting up stalls and event management. Pupils will work in small teams to manage a stall that offers a product or service to others; this may include food, drinks and games. Pupils will have to plan and research the materials they need in order to fulfil the requirements of the running of their stall. They will work on their stall in order to ensure customer service and satisfaction.</p>