

Business Beginnings Programme Overview



Students set up and run their own business discovering important decisions that must be made. They raise start-up capital, decide on a business, discover their strengths, apply for job roles, produce products, sell at a trade event, report on their experiences and evaluate themselves.



Session 1: What is a business?

Students find out what is a Business and an Entrepreneur. They discuss different examples for each and what might make them successful. They also experience business in action by working in groups, coming up with a product idea and pitching it to the class.

Session 2: Skills and Qualities

Students will discover their own characteristics, be introduced to various job roles within a business and identify and apply for the job they would like.



Session 3: Product ideas

Students discuss their job roles and responsibilities. Through a decision making process they will decide on their product/business idea and discuss in more detail.

Session 4: Marketing plan

This session is about developing the student's business idea and encouraging them to complete tasks in their job roles. The students will complete their marketing plan and decide on the company name, logo, aims and objectives.



Session 5: Production

This session is all about the production of their product (if the students are buying a product and selling on, this session can be altered). At the beginning of the session the focus will be on ensuring the students act safely when producing their product. The students will plan their production flowchart so that all members of the business understand the process. It is then up to the students to carry out production of their product throughout the week -time will depend on the product idea.



Session 6: Sales Event

In this session, students think about sales and organise a sales event to sell their product. They have the option to promote their product through the Young Enterprise online shop.



Session 7: Evaluation

In this session students will discover how much profit or loss they made by completing a sales record. They will also evaluate themselves as a business, discovering what made them successful and discuss anything they would have done differently.