



YEAR 12 Skills Challenge ENTERPRISE AND EMPLOYABILITY LP5 & LP6

<p>This half term: Skills, Knowledge and Understanding to be developed:</p> <p>Students will undertake a 8 week period of Planning a Business. Students come up with an idea of a Business Proposal that they feel would succeed and meet the needs of a community and brief. They will then create a Business Plan, and develop the entrepreneurial skills and knowledge to run a small business.</p>		<p>Key Terms / Words: innovation, market research, swot, place, promotion, price, product, people. Financial forecasts. Gantt Chart.</p>	
<p>LP5– Weeks 1 and 2 Learning Outcomes:</p> <ol style="list-style-type: none"> 1. Introduce briefs, sort into groups, discussion about brief to choose 2. Identify roles in a group, decide which are suitable based on skills audit and pen portraits. Paragraph about each role. 3. 1st meeting notes – write agenda, write meeting minutes – decide how to share documents 4. Research and initial ideas to answer the brief 5. Create a Gantt chart to organise group as a project management tool 		<p>Success Criteria:</p> <ol style="list-style-type: none"> 1. Students will decide on roles in the group. 2. Students will decide on the brief. 	<p>Homework LP5 1/2</p> <p>Research ideas.</p>
<p>LP5– Weeks 3 and 4 Learning Outcomes:</p> <ol style="list-style-type: none"> 1. 2nd Meeting notes – meeting agenda, discuss initial ideas, and assign jobs to each person 2. Detailed development of ideas 3. SWOT analysis on each idea 4. Create a questionnaire as primary research 5. Analyse data generated from questionnaire and create suitable graphs. 6. 5 P's - Product, Price, Promotion, Place, and People 7. Identify which resources needed to complete tasks 8. Discuss and decide on one idea, discuss possible names for the company. 9. Strap line for the company/ Unique selling point 10. Logo - develop ideas and choose one 11. Update Gantt chart 		<p>Success Criteria:</p> <ol style="list-style-type: none"> 1. Students will develop their ideas into an innovative idea. 2. Students will create a logo. 3. Creation of suitable questionnaire and analysed. 	<p>Homework LP5 3/4</p> <p>Continue research and complete classwork</p>
<p>LP5– Weeks 5 , 6 and 7 Learning Outcomes:</p> <ol style="list-style-type: none"> 1. 3rd Meeting notes – meeting agenda, discuss marketing – social media, website, business cards, leaflets, posters, etc. 2. Design and create website and other marketing/promotional materials 3. Identify competitors 4. Product research - types, prices etc. 5. Location research and possibilities for setting 6. Health and safety risk assessment 7. Create price list 8. Identify staff roles needed for the company 9. Update Gantt chart 10. Students will identify sources of finance. 11. Students will create cash flow forecasts and profit and loss accounts. 		<p>Success Criteria:</p> <ol style="list-style-type: none"> 1. Students will look and decide on locations. 2. Students will design and create their website. 3. Students will design and create promotional materials. 	<p>Homework LP5 5/6</p> <p>Continue research and complete classwork</p>

<p>LP6– Week 1 and 2 Learning Outcomes:</p> <ol style="list-style-type: none"> 1. Students will collate the proposal 2. Students will add structure to the proposal 3. Students will develop the proposal to be fit for purpose. 		<p>Success Criteria:</p> <ol style="list-style-type: none"> 1. Students will structure and develop the proposal ensuring fitness for purpose. 	<p>Homework LP6 1/2</p> <p>Continue research and complete classwork</p>
<p>LP6– Week 3 and 4 Learning Outcomes:</p> <ol style="list-style-type: none"> 1. Plan the sales pitch 2. Students will create speaker notes. 3. Students will present their innovation idea. 		<ol style="list-style-type: none"> 1. Students will create a presentation to present to their teacher along with speaker notes 	<p>Homework LP6 3/4</p> <p>Continue research and complete classwork</p>
<p>LP6– Week 5 Learning Outcomes:</p> <ol style="list-style-type: none"> 1. Students will evaluate their innovation proposal. 		<ol style="list-style-type: none"> 1. Students will evaluate their innovation idea and sales pitch. 	<p>Homework LP6 5</p>