

UNIT OVERVIEW

OBJECTIVES: Understanding Knowledge Skills		TEACHING STRATEGIES	STUDENT ACTIVITIES AND OUTCOMES	RESOURCES	METHODS OF ASSESSMENT AND RECORDING
LESSON 1 The Launch: Skills Audit, Job Roles	Enterprise skills: Teamwork, self-led learning (self reflection), communication Literacy: Active listening, asking 'Why' questions, finding out what others think, drawing conclusions	Discuss: The challenge Explain job roles Group activity (teacher facilitates)	Students contribute to discussion Students individually fill out skills audit Students work in groups deciding job roles	Lesson Plan 1 Worksheet 1: Skills Audit Worksheet 2: Job Roles	Students produce completed skills audit (Worksheet 1) Group completes job roles (Worksheet 2)
LESSON 2 Enterprise	Enterprise skills: Problem solving, communication, research, teamwork, creativity, entrepreneurship, innovation Literacy: Summarising – analysis and evaluation, active listening, applying imagination, asking 'Why' questions, defending ideas, developing ideas, finding out what others think, drawing conclusions Community: An understanding of others, skills of participation and responsible action, identifying needs in the community ICT: Data and information, searching and selecting, organising and investigating	Teacher-led discussion Q & A Guiding student research Facilitating group discussions Leading feedback	Students understand characteristics of an entrepreneur Group research into an entrepreneur Students to decide on their business idea in groups Skills needs from the student are to be able to work in groups, retrieve and synthesise information, pace their activity and demonstrate researched information in own language Extension: further websites on awards for enterprise	Lesson Plan 2 Worksheet 3: Characteristics of an Entrepreneur Worksheet 4: Who am I? Worksheet 5: Teacher Answers Worksheet 6: Business Idea Entrepreneur questionnaire: http://www.bdc.ca/en/business_tools/entrepreneurial_self-Assessment/Entrepreneurial_self_assessment.htm	Students finalise business idea
LESSON 3 Finance, Risk and Reward	Enterprise skills: Problem solving, communication, research, teamwork, the world of business, self-led learning and self reliance, risk taking	Lead the starter through Q&A and discussion Students may need assistance in identifying costs in groups	Students will understand the different types of cost in a business Students in groups will produce a financial plan identifying risks involved in their business	Lesson Plan 3 Worksheet 7: Financial Plan	Formative assessment – review definition of costs

UNIT OVERVIEW

OBJECTIVES: Understanding Knowledge Skills		TEACHING STRATEGIES	STUDENT ACTIVITIES AND OUTCOMES	RESOURCES	METHODS OF ASSESSMENT AND RECORDING
LESSON 3 Finance, Risk and Reward	Literacy: Summarising – analysis and evaluation Community: An understanding of others, skills of participation and responsible action, identifying needs in the community	Discuss the varying sources of funds available to a business	Student will be able to analyse the different sources of funds available to their business Extension: Students research actual costs to get an accurate projection	Worksheet 7a: Financial Plan (source of funds)	Production of financial plan (Worksheet 7)
LESSON 4 Market Research	Enterprise Skills: Problem solving, communication, research, teamwork, the world of business, self-led learning and self-reliance, risk taking Literacy: Summarising – analysis and evaluation, making deductions, note-taking, undertaking independent research, reading journals and trade magazines, planning techniques, precise use of business terminology, evaluating from data ICT: Data and information, searching and selecting, organising and investigating, redefining and presenting information Numeracy: Analysing results, interpreting graphs, using and applying, counting	Lead discussion of research Touch upon marketing mix Identify different methods of research	Students involved in discussion In groups – decide on a market research plan Independently, students will have to complete market research (investigate, gather information, analyse and interpret data) The skills required are independent learning, retrieving and synthesising information, pacing class work independently and demonstrating individually researched information in own language	Lesson Plan 4 Teacher to bring in recognised brand name products to give out to groups (starter activity) Worksheet 8: Student Help Sheet: Marketing Worksheet 9: Market Research	Market research plan Market research carried out (Worksheet 9)
LESSON 5 SWOT	Enterprise skills: Problem solving, communication, research, teamwork, the world of business, self-led learning and self-reliance, risk taking	Teacher introduces SWOT and why it is important to analyse a business	Students in teams will create a SWOT analysis of their business idea	Lesson Plan 5 Worksheet 10: SWOT – Student Handout	SWOT for team's business idea (Worksheet 11)

UNIT OVERVIEW

OBJECTIVES: Understanding Knowledge Skills		TEACHING STRATEGIES	STUDENT ACTIVITIES AND OUTCOMES	RESOURCES	METHODS OF ASSESSMENT AND RECORDING
LESSON 5 SWOT	Literacy: Summarising – analysis and evaluation, making deductions, note-taking, undertaking independent research, precise use of business terminology, evaluating from data	Discuss: How a SWOT helps look at all internal and external influences and consider how they impact my business. “If I know this then I can respond to the influences accordingly to make my business successful.”	The skills required are teamwork, analysis and evaluation	Worksheet 10: SWOT Checklist Worksheet 12: SWOT	
LESSON 6 Business Plan	Enterprise skills: Problem solving, communication, research, teamwork, the world of business, self-led learning and self-reliance, risk-taking Literacy: Summarising – analysis and evaluation, making deductions, note-taking, undertaking independent research, precise use of business terminology, evaluating from data Numeracy: Analysing results, interpreting graphs, using and applying, counting ICT: Data and information, searching and selecting, organising and investigating, redefining and presenting information	Teacher introduces business plan Facilitate groups working independently	Independent working – students write a business plan (suggest students divide task up with leaders) Students must be able to manage the multi-tasking, selection, and prioritising tasks	Lesson Plan 6 Worksheet 12: Business Plan www.businesslink.gov.uk	Business plan created (Worksheet 12)
LESSON 7 The Pitch Business Plan Session with the Thomson Local Hero			Students meet the local business partner Q&A session with local business partner Students discuss their business plan with the local business partner	Worksheet 15: Meeting the Thomson Local Hero	