

OUTSTANDING TEACHING, LEARNING AND ASSESSMENT TECHNICAL SKILLS NATIONAL PROGRAMME

**3a. Curriculum Project Plan 2017/18
Created by: John Ruskin College
February 2018**

Managed by



In partnership with

emfec



THE NEWVIC BUSINESS ENTERPRISE PROGRAMME 2017-18

What is it and how does it work?

An ambitious exciting enterprise programme created by Student Development in partnership with Community Links, London Metropolitan University, Money A and E, Plaistow South Big Local and NCS with the Challenge.

The aim is to challenge our learners and develop their transferable skills by engaging them in real time live business opportunities and experience the realities of planning and launching their own enterprise. Students take part in a number of training opportunities, research trips, development workshops, competitions and they also run their business at public markets. The programme is differentiated for the different levels involved.

Examples of skills that are developed:

- Business Planning/ Project Management (timelines, milestones, SMART objectives)
- Market Research (target market, competitor analysis, research into industry, competitive advantage and USP)
- Finance/ Budgeting (start-up costs, break even, planning an enterprise to a set budget)
- Marketing and Promotion (marketing objectives, reaching a target audience, developing a marketing strategy)
- Customer Service.

The programme adds value to vocational subjects, supplements our learner's development, allows the opportunity for learners on different courses/levels to work together and is a niche delivery that the college offers. Through the programme our students and staff have received London wide enterprise awards and it has also been covered by the local press.

Section 1 Planning for your business

Group Names

Write down your group names below;

Team Members

1 _____

2 _____

3 _____

4 _____

5 _____

6 _____

7 _____

Action Plan

You need to complete an action plan throughout the duration of the project until the end date when you are asked to evaluate the project.

Make sure your 1st Action Plan is written before you start trading for the first time

Make sure your 2nd Action Plan is written before your second market stall.

Make sure your 3rd Action Plan is written before your second market stall.

Meetings

You should aim to have a formal meeting before and after each market stall. You need to provide evidence of these meetings taking place by producing agendas and minutes.

Keeping documentation for meetings will cover the following criteria:

You need to meet on a fortnight basis to update your team on deadlines and agree on realistic deadlines for the work. Please take minutes for your meetings which shall be observed and assessed in your preparation and conduct. Every member of the team needs to make sure they do the following at once:

- Prepare an agenda
- Chair a meeting
- Take minutes
- Time keeping.



Resources:

How to prepare for a meeting - <http://m.wikihow.com/Prepare-for-a-Meeting>

How to prepare an agenda - <http://m.wikihow.com/Write-an-Agenda-for-a-Meeting>

How to take minutes - <http://m.wikihow.com/Take-Minutes>

Ideas

In your group, think of **3 ideas** for a **market** business start-up. Remember your teacher will be looking for an **original** business idea and one which does not take too much time or cost too much to set-up. Research for this task is advised and consideration must be given to your target audience and the time of year/location of your market stall.

Business idea 1

Business idea 2

Business idea 3

However you need to explain your reasons for selecting each business on the next page;
For each business give 2 strengths, weaknesses, opportunities and threats (swot) for each business, please use template below.

Strengths

What do you do well?

What unique resources can you draw on?

What do others see as your strengths?

Business 1

Business 2

Business 3

Weaknesses

What could you improve?

Where do you have fewer resources than others?

What are others likely to see as weaknesses?

Business 1

Business 2

Business 3

Opportunities

What opportunities are open to you?

What trends could you take advantage of?

How can you turn your strengths into opportunities?

Business 1

Business 2

Business 3

Threats

What threats could harm you?

What is your competition doing?

What threats do your weaknesses expose you to?

Business 1

Business 2

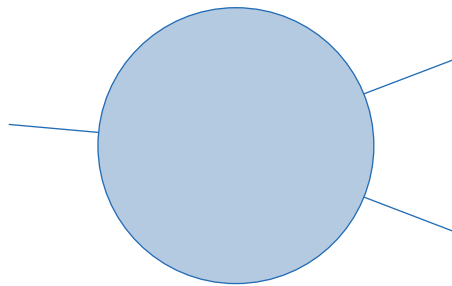
Business 3

Now select a business idea based on your 3 SWOTs

Business chosen for a market stall

Unique selling point (USP). How will your product or service be different from many other business (what is it about your product that is different? E.g. Coca-Cola has a unique recipe; Innocent smoothies sell drinks made from real fruit

As a group think of 3 possible names (write these in below) for your business.



Final business name

After taking into account your strengths and weaknesses select a job role for each of your group members.

1. **Team Leader**

2. **Finance Leader** (in charge of money, costs etc)

3. **Operations Leader** (running the actual business day to day, getting staff & Supplies and deliveries etc)

4. **Marketing Leader**

Once you have selected your roles you must agree your own tasks and responsibilities

[illegible]

Start-up and Running costs

Identify the **start-up costs** for your business, the stuff you need to buy before you start the business e.g. **Equipment, purchase of land or rental deposit, fixtures and fittings for premises.**

a. List all your **start-up costs** for your business below.

[illegible]

b. Identify the **running costs** for your business, the resources you need to buy and what you need to pay for once you have started the business and it is up and running e.g. **rent, bills, wages, business rates, office stationery, cleaning products.**

List all your **running costs** for your business below.

[illegible]

As a group you must set yourself clear guidelines, procedures and codes of practice so that you are able to carry out your own tasks.

Set guidelines for your project below: *(You must agree as a group on these guidelines)*

This image shows a blank sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins or other markings visible.

Set procedures for your project below: *(You must agree as a group on these procedures)*

This image shows a blank sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins or other markings on the paper.

Set codes of practice for your project below: *(You must agree as a group on the codes of practices)*

Section 2 Aims, objectives and stakeholders

Purpose, scope, timetable, aims and objectives

Outline the purpose, scope and timetable of the project-

Outline the purpose of your project

Why are you carrying out this project?

What are the benefits of successfully completing the project?

What do you need to produce? For example a report, product or an event

Outline the scope of your project

What task will the project cover?

What are the requirements of the project?

Outline the timetable of your project

What tasks need to be completed	By when

Write down at least **3 aims and SMART objectives** for your business?

1. Aim

Objective

2. Aim

Objective

3. Aim

Objective

Stakeholders

This will need to be completed as an in-class assessment. You should prepare by researching the various stakeholders that are likely to have an interest in your project.

Plan for your in-class assessment in the space below:

You are required to identify, prioritise and explain in detail at least 4 methods of communication for keeping the stakeholders you have identified above up to date on the progress of the project.

Once you have identified the 4 methods of keeping stakeholders updated, you should then rank these methods in order of importance giving reasons for your ranking.

1. Method of communicating with stakeholders:

Ranking (1-4; 1 being the most important and 4 being the least important):

Give reasons for your ranking:

2. Method of communicating with stakeholders:

Ranking (1-4; 1 being the most important and 4 being the least important):

Give reasons for your ranking:

3. Method of communicating with stakeholders:

Ranking (1-4; 1 being the most important and 4 being the least important):

Give reasons for your ranking:

4. Method of communicating with stakeholders:

Ranking (1-4; 1 being the most important and 4 being the least important):

Give reasons for your ranking:

You are to outline why it is important to support your stakeholders?

You should use Remind.com for this part, which you can download as an app or use it through your home computer. You can upload a video diary.

You should maintain regular communication with stakeholders throughout the duration of the project providing a variety of supporting evidence e.g. diary, emails, action plan, photographs and minutes of meetings.

Weekly Diary template

Date: _____ Time: _____

Location: _____

What happened this week

Outcome/action

Photos

You should use Remind.com for this part, which you can download as an app or use it through your home computer.

Stick your photograph here

Description of what you did:

Emails section

Staple all emails showing communication with key stakeholders below; and any messages sent using **Remind.com for this part, which you can down load as an app or use it through your home computer.**

Questions and answers with key stakeholders

Use space below to write your 3 questions and answers.

Question 1

Answer to question 1 from _____ (write stakeholders name)

Question 2

Answer to question 2 from _____ (write stakeholders name)

Question 3

Answer to question 3 from _____ (write stakeholders name)

Section 3 Resources

What do you understand by resources? You can use the following headings as help; money, time, materials, technology, facilities, skills, human resources and capital resources.

[illegible]

Identify the main resources you will need for the project and provide reasons why

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Each member of your group needs to state **6 personal strengths** from the list below:

- Adaptability
- Resilience
- Assertiveness
- Honesty
- Respect
- Resourcefulness

Now show how these skills will help your **business**?

Adaptability

Adaptability will help my business by:

Resilience

Resilience will help my business by:

Assertiveness

Assertiveness will help my business by:

Honesty

Honesty will help my business by:

Respect

Respect will help my business by:

Resourcefulness

Resourcefulness will help my business by:

Which Fundamental British values are covered in the above characteristics

Prepare a role play to show how you will demonstrate each of the following on the market stall: *(Your teacher/s will video your role play as evidence)*

- Adaptability
- Resilience
- Assertiveness
- Honesty
- Respect
- Resourcefulness

Prepare scripts for your role play below:

Adaptability

Resilience

Assertiveness

Honesty

Respect

Resourcefulness

Section 4 Finance

You must now organise the finance for your business. This includes: finding out how to raise funds, calculating sales and producing profit/loss statements.

- a.** Identify below (where your business is likely to obtain finance capital to start-off and run the business) the sources of funds e.g. own savings, friends and family, bank loan, overdraft, grants for your business. Try to say how much you will realistically raise from each.

i. Own savings

One advantage of using own savings

One disadvantage of using own savings

ii. Friends and family

One advantages of using friends and family

One disadvantage of using friends and family

iii. Bank loan

One advantage of using a bank loan

One disadvantage of using a bank loan

Overall Evaluation of project

Describe the enterprise project and how it went?

This image shows a blank sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

What was your own personal performance like focusing on what you did well and what your weaknesses were?

[illegible]

Design your own feedback form to help you gather feedback on your own performance from others within your project group.

[illegible]

This image shows a blank sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

This image shows a single page of white paper with horizontal blue lines. The lines are evenly spaced and run across the width of the page, typical of notebook or ledger paper. There are no margins, text, or other markings on the page.

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.