

**Subject:** Enterprise

**Number of Periods per week:** 2 x 1 hour

**Class Teacher:** Mr C. Cullen

**Aims and objective:**

- To develop personality traits such as responsibility, leadership, confidence, self-reliance and creativity.
- To develop general skills like Decision-making, IT skills, Problem Solving, Communication & teamwork.
- To develop more technical entrepreneurial skills in marketing & report- writing.
- To develop more academic skills in writing, personal reflection, developing business plans & presentation skills.

**Course content:**

- PowerPoint slides, YouTube videos and worksheets introducing the different facets of enterprise. Students will then apply these learnings to their own mini-company idea and more specifically to their enterprises website which will be used to promote same. (Google Sites)
- Firstly, the entrepreneur – skills and characteristics of an entrepreneur
- An overview of the 7 stages of development of a business
- Business Ideas – internal and external methods used to develop same.
- Product screening – how to carry out a SWOT analysis on the business ideas previously generated.
- Marketing – the 4 Ps (Price, Product, Place, Promotion) and apply these to their enterprise and website.
- Concept development, how to identify a USP for your enterprise, name, target market & general marketing strategy for the enterprise.
- Feasibility study – learn how to and then carry out an investigation into the financial and legal feasibility of the groups business idea.

**Method of assessment:**

Individual reflection on the skills learned and personal contribution to their Enterprise.

(Total = 40%)

Website submission at the end of the module presenting the main facets of the groups new Enterprise.

(Total = 60%)

