

An Introduction to Enterprise

Whilst the success of such TV programmes as "Dragons' Den" have raised the profile of the values of entrepreneurial thinking, many young people still see "enterprise" as being linked solely to the worlds of business and commerce. **An Introduction to Enterprise** tackles this perception gap by providing students with a stimulating environment in which to consider enterprise skills in their widest sense – and to reflect on how these skills can support them in their learning.

"as creatives represents excellent value for money!"
(Headteacher)

Overview:

Following an introduction to an "Enterprise Framework" (inspired by the Davies Review of Enterprise Education), this interactive session comprises three elements:

The Trading Game – seeing students working in small teams to manufacture paper-based products and sell them in an ever-changing market.

Modeling Enterprise – encouraging students to consider how enterprise skills are at the fore in a whole range of industries (including the creative industries and the worlds of sport, science and engineering) as well as in business and commerce.

Mirrors on Learning – enabling students to consider the skills they have used, and how they could apply these to their wider learning.

Themes:

The programme has been specifically designed to support schools in delivering a key aspect of the **Davies Review** into Enterprise Education: that 'enterprise capability' become *"an aspect of learning across the curriculum. It should cover the knowledge, skills, attitudes and attributes which are associated with the concept"*



"The activities were new, exciting and absolutely relevant to learning" (Director of Enterprise Education, Alsop High School)

Delivery:

Ideal for KS3 students, the session can be delivered to up to 50 participants at a time – and if you have sufficient space, we are able to facilitate two or three sessions concurrently!

Enterprise in Action

What does it take to develop, package and market a product, working from scratch? **Enterprise in Action** gives students an opportunity to find out for themselves in this innovative one day programme combining maths, science, business studies and design technology. Developed as a "taste" of the world of industry, **Enterprise in Action** challenges students to perfect, price and pitch perfumes branded under the names of "celebrities".

Overview

After experiential and energetic introductions to "the science of smell" and "the science of branding", your students will work in small production teams in designing celebrity scents. The tightly budgeted design process will see them considering both the brands their celebrities represent and their potential markets as they create recipes for their perfumes, select appropriate packaging and develop marketing campaigns. Then, as the day's climax approaches, they will be given training in presentation techniques as they prepare to sell their products to a Dragons' Den made up of senior teachers

Outcomes:

The programme has multiple outcomes, including offering students opportunities to explore three key areas of the mathematics national curriculum:

- **Combining understanding, experiences, imagination and reasoning to construct new knowledge.**
- **Using existing mathematical knowledge to create solutions to unfamiliar problems.**
- **Posing questions and developing convincing arguments.**



"What did I like about this programme? The activities for the students to get involved with, seeing full teamwork for all the pupils involved ... Basically, all of it!" (Teacher, Hollingworth Business and Enterprise College)

Delivery:

Enterprise in Action is suited to all KS3 groups and can be delivered to up to 30 participants at a time. And, if you have sufficient space, we are able to facilitate two or three sessions concurrently!

Why work with *as creatives*?

Our years of educational experience have taught us that what teachers value most highly are new resources, ideas and strategies that they can take away and use in their classrooms the very next day. That's why all our approaches utilise practical methodologies and techniques that are infinitely adaptable and transferrable. We also recognise that for teachers time is at a premium which is why, in addition, we provide all participating staff with frameworks to support them in finding and recording their own applications for all the activities we model.

"The activities you brought were new, exciting and relevant to learning – delivered with an engaging delivery style and excellent classroom management skills!" – Member of SLT

as creatives is a multi-arts creativity consultancy based on Merseyside. Our range of creative learning programmes for schools are designed to enrich experiences, broaden horizons and enhance the futures of all the people we work with. We work in partnership with primary and secondary schools, local authorities, cultural organisations and creative practitioners across the North West.

Get in touch

If you are interested in working with us we would love to hear from you.

Please contact Jackson Kavanagh,
Director of Programmes,

j.kavanagh@as-creatives.com or call
0151 708 3587

