**Cambridge Technical in Business – Taster Lesson**

**Setting up an enterprise within the school**

**Task Sheet**

The coursework assignments for this course are very practical. You will get the opportunity to apply business concepts to real-life scenarios and work on projects which will help you to develop essential skills that are valued by employers e.g. communication, teamwork, time management, leadership. For this lesson you will be thinking of ideas for businesses that you could run within school.

**Task 1:**

In your groups, select a leader. It will be the leader’s responsibility to ensure that each member of the group has a task to complete and is completing it to a high standard.

**Task 2:**

C:\Program Files (x86)\Microsoft Office\MEDIA\CAGCAT10\j0297707.wmfYou are going to set up and run a business within school. Think about products or services within school that students and/or teachers need, but do not currently have. What could you offer? What do you think would sell well?

Create a spider-diagram to show all the ideas you have had and what you feel the advantages and disadvantages of each one would be.

Finally, have a vote within your group. Which idea do you think you should open?

**Task 3:**

You now need to start planning to set up and run your business. In your group, discuss the following questions to help you to decide how to run your enterprise:

* What will your enterprise do?
* What name will you give to your enterprise?
* What sort of logo do you think would be appropriate for your enterprise?
* Where would be the best place to locate your enterprise?
* How will you advertise and promote your business (e.g. posters, message in assembly, pay someone to carry a sign around school)?

Try to be creative. Think of strategies that no one else within school has used before!

**Task 4:**

Your final task will be to take your ideas and put them together to form a display. This display should give the audience lots of information about your business idea.

I recommend that you do the following and add it to your display:

* Create and colour in a logo for your business. The logo should clearly show the name of your business.
* Create posters and other advertising materials (e.g. loyalty cards, signs, assembly scripts) to show how you will promote your business.
* Highlight the map of the school to show where you will locate your business. Write a paragraph to explain why you think that would be a suitable location.

Be prepared to present your display and explain your ideas at the end of the session.