

aged
13-16
years

project business

5-6 hours delivery

A dynamic and eye opening experience for students as they take on the role of a small business for the day. Project Business brings the world of business and enterprise to life.

How it works

- For students aged 13 to 16 years
- 5 to 6 hours delivery time
- Delivered in school with Young Enterprise business volunteers
- Flexible group sizes and delivery options
- Students compete in a series of enterprise challenges exploring the impact of their business on investors, customers, employees and society
- Supported by comprehensive programme and support materials
- Includes an opportunity to explore the business volunteer's workplace in "Business under the Spotlight"

activities include:

how the money goes around

developing a marketing mix and advertising slogan

business under the spotlight

influencing the labour market

finding the right candidate



expanding

students' business and economic understanding including:

- Business investment
- Market research
- Public relations
- Supply and demand
- Job roles and responsibilities
- Recruitment and interviews
- Environmental and social impact

inspiring

students to develop enterprising skills, attitudes and behaviours including:

- Communication and presentation skills
- Creative thinking and problem solving
- Confidence and a can-do attitude
- Negotiation and decision making
- Teamwork and leadership
- Setting goals and time management
- Managing risk and responding to change

supporting the curriculum :

- Every Child Matters: Economic Wellbeing and Making a Positive Contribution
- Enterprise
- Employer Engagement
- Careers
- Work Related Learning
- Economic Wellbeing and Financial Capability
- Citizenship
- Personal Learning and Thinking Skills
- Functional English and Maths

start something... with us

To find out more about getting involved visit www.young-enterprise.org.uk and contact your local Young Enterprise office.