

Enterprise Portfolio

ENTERPRISE & SKILLS COMPANY

ACADEMIC YEAR 2011



Enterprise for Year groups

Flagship Programmes:

The World Games
Smoothalicious
Frontiers
Teambuilding Circus Style

New programmes for 2011

The Football Manager

New

Enterprise for the Classroom

Work Related Learning

Team Teach

New

Education Business Links

Our programmes can be tailored to suit your specific requirements. We have an in-house team of writers waiting to create the perfect fit for your students





*Welcome to the
Enterprise & Skills Company*

The Enterprise & Skills Company

*Presenting a range of essential skills that underpin success in education, employment,
lifelong learning and personal development*

About us...

Business and Enterprise are the driving forces in today's agenda on education; serving to develop an entrepreneurial culture and enhancing employability skills of our next generation.

Enterprise&Skills (ESC) offers students of all year groups and academic abilities, from all social and economic backgrounds, the opportunity to experience an extensive range of enterprise and work related activities providing hands on practice prior to leaving school.

**"I hear and I forget. I see and I remember.
I do and I understand."**

Confucius

In this ever competitive environment we believe it is of paramount importance to ensure that young people are given the necessary skills to equip them for their future lives both in the world of work and social situations; encouraging their exploration of all options.

Our Mission

To deliver a high quality, high impact, life-changing message that empowers young people to be successful in business and future careers

ESC design and deliver enterprise programmes for students across the UK to encourage and inspire entrepreneurial behaviour in young people. Our workshops embed key enterprise skills to students including teamwork, creativity and risk-taking

Please take a moment to glance over some highlights of our 2011/2012 programme portfolio. If you are interested in pencilling some dates with us for next year or would like further information, please do not hesitate to contact us on 01202 848069 or email office@enterpriseandskills.co.uk

Karen Arnold



CEO Enterprise&Skills Company

Holder of the Queens Award for Enterprise Promotion 2009

Curriculum Links

Our family of programmes address a blend of the following:

Geography • Citizenship • Physical Education • Literacy • PSHE
Art • Modern Languages • Enterprise Awareness • Mathematics • Drama
Design & Technology • Media Studies • Law • Business Studies

The ECS Hall of Fame

Contents



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And for 2011 - programmes for your staff **New**

11. Team Teach - Motivating your team

References for any of our programmes are available on request

Globetrotter

'Don't tell me how educated you are, tell me how much you have travelled' - Mohammed

Globetrotter

Suitable for: Years 7 - 8, groups of 30 - 90

Programme duration: Full day in keeping with the school timetable

Programme in brief: Our 'Globetrotters' must use their initiative to complete several basic language and culture challenges around the globe as they race their way 11,862 miles back home. Each country they pass through includes a cultural challenge coupled with general knowledge of that country. Only when they complete these tasks can they get their passports stamped and pass through customs. Who will emerge victorious in this exploration of the world around us?!!



Programme Overview

- Teams are given a starting point on the other side of the world - New Zealand
- Each team must get back to the UK as quickly as possible after overcoming a number of obstacles whilst passing through various countries
- They must win as many points as possible in the days tasks by selecting the best route, winning money in each 'country quiz', completing a cultural task and selecting appropriate gifts for home
- Before leaving each country teams must send a postcard and complete their journal - documenting their travels
- Students may only advance through customs only after achieving all tasks in each country and acquiring one of the duty free gifts from their 'treasure' list
- The team who gets back to the UK with their completed itinerary in the most efficient time will be crowned 'The Seasoned Globetrotters'

Teams will be required to consider the following:

- Cultural differences
- Use of resources
- Travel arrangements
- Time constraints

Curriculum Links

Learner Outcomes: In order to overcome each challenge students are tested in the areas of problem solving and teamwork. The programme also highlights the value of basic language skills to help overcome foreign communication and the importance of budgeting to complete their journey.

Curriculum Links

Geography • Citizenship • Design & Technology • Literacy • Art • Modern Languages • Enterprise Awareness • Mathematics

World Games Challenge

Suitable for: Years 7 - 8, groups of 50 - 120

Programme duration: Full day in keeping with the school timetable

Programme in brief: In mixed ability groups, students take on the role of countries with their main aim to be the winning team of the day by competing and scoring in several challenges:

- 'Mini games'
- Country presentations
- Country athenms
- Kit design (*and fashion show!*)
- Invent and demonstrate a 'New World Game' based on culture



Programme Overview

- Brief of the day and lottery style selection of participating countries
- Every countries 'national anthem' is played - these are then played at random times throughout the day. Teams must guess the correct anthem and win the points!
- Students prepare and present a 1 minute bid to host the 2016 Games based on their countries culture
- Teams must exchange their foreign currency into pounds sterling
- Each team member must take part in 'mini-game' sporting event (low impact 'all inclusive' games)
- Several 'mini challenges' are administered throughout the day such as finding out where their country is in the world...
- Countries design their own sports vest and then nominate a team member to 'strut their stuff' in fashion/opening ceremony
- The day concludes with a final presentation by all the countries to our live panel of Judges, the points are tallied and the winner crowned

Curriculum Links

Learner Outcomes: Students will learn that through proper delegation and working to tight deadlines anything can be achieved that they set their mind to. This creative and competitive programme teaches that teamwork is the synthesis of different people's abilities working towards a collective goal. The multi-national 'gathering' allows in-depth insights into their own country's culture as well as their neighbour's.

Curriculum Links

Geography • Citizenship • Physical Education • Literacy • Art • Modern Languages • Enterprise Awareness • Mathematics • Drama

World Games Challenge

Bringing to life the 2012 Olympic Games

Fronti€RS

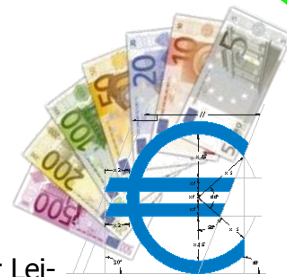
French, German, Spanish, Mandarin, Japanese, Italian and many more...

Frontiers

Suitable for: Years 7 - 8, groups of 30 - 100

Programme duration: Full day in keeping with the school timetable

Programme in brief: Using their language specialty students will create and market either a Restaurant or Leisure Club abroad. In teams, students brand their franchise business across the world/specified country. They will need to sell their product innovatively. Through practical and fun activities they will experiment and use their language skills creatively in a competitive environment, improving their ability to interact with each other.



Programme Overview

In teams of 5 students will be tasked with the following:

- Decide on team name and logo
- Design a restaurant/leisure club banner
- Draw up a top 16 Best of British dishes on their 'BOB Bingo' card
- Design a programme/timetable with classes/facilities etc (Leisure Club version)
- Create a meal box and make the contents (Restaurant version)
- Produce a 30 second radio advert as part of an on-going marketing campaign (in a foreign language(s))
- Aimed towards a 'Kids Club' - decorate an item of uniform (distributed by ESC) using a mascot/cartoon character that in some way reflects their chosen country's culture and colours
- Café/Juice Bar – design a menu on a blackboard (using the currency converter)
- Entire team must do a 1 minute verbal presentation based on the launch of their new business (presenting their ideas in a combination of their chosen language and English)

Curriculum Links

Learner Outcomes: Students are encouraged to think of modern languages as life skill by highlighting links with travel, social networking, employability skills and working abroad. The inclusion of sixth form (from feeder schools) linguists can help embed a culture of enterprise across year groups as well as encouraging 'community spirit' and student mentoring skills.

Curriculum Links

Modern Languages • Citizenship • Literacy • Drama • Enterprise Awareness • Business Studies

Website: www.enterpriseandskills.co.uk

Media Mogul

Suitable for: Years 7 - 8, groups of 30 - 100

Programme duration: Full day in keeping with the school timetable

Programme in brief: This programme gives students a taste of the attractive and exciting world of media, marketing and advertising. By harnessing their creative talents and working to a deadline they will deliver a polished showcase launching their new brand. The programme is built around the core elements of the media and features students producing a radio 'jingle' and TV trailer in our portable recording studio.



Programme Overview

- Student media companies re-brand a product for example a box of chocolates, working towards a product launch
- Companies elect key roles, set about thinking of a name and design a logo
- They will interview their 'client' for key facts surrounding the campaign such as target market, brand colours, unique selling points and pricing
- Merchandise is purchased to enhance their launch and the follow-on marketing
- During the final hour teams must win the contract by creating and presenting their media campaign and 'PITCHING' to their client

Radio

- Using our portable recording studio, students record a 30 second 'jingle' incorporating their catchy promotional song, rap, beat box or poem - *of sorts!*

Television

- After thorough rehearsal students capture on digital video their TV advert promoting their re-launched product

Curriculum Links

Learner Outcomes: Students will understand the importance of a brand in the competitive business world while balancing the constraints of a budget. Through strict deadlines the companies must remain consistent whilst engaging the public with their message.

Curriculum Links

Media Studies • Citizenship • Design & Technology • Literacy • Drama • Enterprise Awareness • Business Studies

Media Mogul

BRANDING: *Promise, experience, memory*

Smoothalicious

Beware of the 'taste test'!

Smoothalicious

Suitable for: Years 5 - 8,
groups of 30 - 100

Programme duration: Full day in keeping
with the school timetable

Programme in brief: Within teams, students are charged with the task of creating and marketing a new fruit smoothie drink. After setting up an exciting company, students delegate tasks and then experiment with the winning drinks formula, based on ingredients supplied by ESC.



Programme Overview

- A business style introduction of 'The Challenge of the Day'
- Immediate engagement of pupils through karaoke style profiling and a competitive & fun business-related quiz
- Teams will develop a company name, logo and slogan
- Companies allocate a Team Leader
- Basic 'mixer' juices are distributed - teams begin designing and experimenting with the best formula based on their provided materials
- A 'Smoothie' shop creates an interesting dynamic where students, working within a prescribed budget, buy in more ingredients to perfect their drink
- Teams prepare to record a video commercial which can either boost sales or tarnish the team's reputation
- The 'Live Taste Test' provides a comical interlude with live scoring
- Students will work on their targeted advertising and final presentations to be pitched to judges, teachers and students
- Students will make a final pitch showing off their work for the day
- The Winning team is announced and rewarded

Curriculum Links

Learner Outcomes: Students will learn that in life people must work together, delegate appropriately, harness their creative spirit and manage projects wisely. This Smoothalicious Challenge brings out all elements of creativity, fun, teamwork, problem solving and communication skills.

Curriculum Links

Media Studies • Citizenship • Literacy • Design & Technology • Enterprise Awareness • Mathematics • Drama • Business Studies

Website: www.enterpriseandskills.co.uk

The Football Manager

New

Suitable for: Years 7 - 8, groups of 30 - 50

Programme duration: Full day in keeping with the school timetable

Programme in brief: A virtual competition in which teams manage professional football players versus one another. 'The Football Manager' allows students to act as owners of a pseudo-football team. Players on offer to the owners range from within the European Leagues such as; The Premiership, La Liga, Bundesliga and Serie A.

Programme Overview

- Student teams act as 'owners' of a brand new European Club
- They must select a home stadium, taking into account capacity, utility bills and the average weekly attendance
- They must bid to acquire their 'winning squad' of players
- The players on offer are all drafted and played for/picked by different owners
- It is up to the owners to select a line-up for every game and also for trading players
- Beginning each virtual week, the owners provide line-ups taking into account injuries of the players, attendance and weekly costs
- In order to maintain a balance in the team selection, trades in football picks can come up for protests if the odds are loaded on one side
- Un-drafted players can be signed up on first come first served basis, but the owner has to release a player if the football team exceeds the roster limit
- The winning owners at the end of the day receive a prize and the acclaim of 'Football Manager' of ***** School 2011

Teams will be required to consider the following:

- The stakeholders 'the fans'
- Stadium capacities
- Weekly wage bills
- Merchandising
- Corporate sales

Curriculum Links

Learner Outcomes: Students will work together to run what essentially is a 'new business venture'. They must negotiate, finance and maintain a stable football club. In preparing for each match they must make decisions and plan ahead for unexpected opportunities or obstacles. Results for each match will require strategy and shrewdness. Only the best will survive!

Curriculum Links

PSHE • Citizenship • Business Studies • Enterprise Awareness • Design & Technology • P.E. • Mathematics • Geography

Strategy, shrewdness, negotiation and lady luck!

The Football Manager

Handbags & Gladraggs

Style, Fashion and the 'Runway'...

Handbags & Gladraggs

Suitable for: Years 7 - 8, groups of 30 - 90

Programme duration: Full day in keeping with the school timetable

Programme in brief: The world of fashion, corporate identity, chosen charities, glossy magazines and recycling materials will all be explored in this modern, fun, vibrant yet deadline focused project. Students of all abilities will enjoy this programme testing their design sense, charitable perspective, negotiating skills and creativity. This programme looks at recycling materials to use in the production of fashion wear suitable for a magazine shoot.



Programme Overview

- Students will prepare a charity campaign to present at a catwalk fashion show at the end of the day
- In small teams they will design and produce an outfit with a selected charity campaign in mind
- Groups will prepare the campaign to present at a catwalk fashion show at the end of the day
- They must produce a lavish corporate identity for their campaign
- Each group will work in turn with our professional photographer to produce a suitable campaign photograph portfolio. This will be used to produce a front cover of a magazine.
- Just like any publication the students will work to tight deadlines and strict corporate guidelines to get their front cover in on time
- The day will finish with a glamorous charity catwalk show with the winning campaign being announced

Curriculum Links

Learner Outcomes: Students will develop an understanding of how recycling creates jobs and promotes economic development. Their creative and artistic skills will be challenged set alongside stringent deadlines and a commitment to represent their chosen charity with professionalism and dedication to the cause. The day helps build self confidence, an awareness of social responsibility and event management skills.

Curriculum Links

Design & Technology • Citizenship • Photography • Media Studies • Drama • Enterprise Awareness • Art • PSHE • Textiles

Website: www.enterpriseandskills.co.uk

Construction Challenge

Suitable for: Years 7 - 8, groups of 20 - 50

Programme duration: School day finishing at lunch

Programme in brief: Students engage in a practical and creative session building their own Eco (friendly) Home. Utilizing ESC 'building materials' they must build, build, build to meet the deadline! Specifications for the project include: fit the whole team inside the structure, have a 'ceremonial flag' aloft and clad the home with decorative windows, a door and eco friendly energy savers (solar panels, wind turbine etc).



Programme Overview

- An interactive quiz kicks off the day centred around iconic buildings from around the world, green power and Bob the Builder
- Teams will be asked to nominate a project leader who will then be 'crowned' with a helmet and high visibility jacket to identify them!
- They must design an Eco Home of the future using materials provided by ESC
- Teams will be required to consider the following:
 - * Resource use
 - * Eco power sources to be decoratively placed
 - * Provide a doorway for entry
 - * House all team members
- Teams must plan their choice of materials carefully balancing the teams roles i.e. set up an effective production line!
- During the final 30 minutes teams must present their designs/structures persuading the judges to back their Eco Home design



Curriculum Links

Learner Outcomes: Through a practical and hands on workshop, the challenge encourages the cohesion of different student groups and teaches the process of 'organizing people and resources'. In addition to the fun of the build, teams will have to work to a tight deadline and produce something that not only looks good but stands alone!

Curriculum Links

Geography • Citizenship • Design & Technology • English • PSHE • Enterprise Awareness • Mathematics

Construction Challenge

Grand designs v environmental sustainability

Teambuilding Circus Style

Ever wanted your students to run off and join the Circus?

Teambuilding Circus Style

Suitable for: Years 5 - 8, groups of 30 - 50

Programme duration: Full day or until lunch in keeping with the school timetable

Programme in brief: Through this teambuilding programme students gain confidence and build self-esteem while working together to produce a dynamic 'Circus' performance. In this totally hands-on programme, students will learn the circus skills before planning and performing their own end of day show. This is the ideal programme to raise morale and bring different student groups together.



Programme Overview

- Students are gradually introduced to the range of 'Circus Skills' starting with a juggling activity proving we 'can do it'
- The circuit training aspect of the day and nature of the equipment assures that different students work together and challenge themselves
- Students will work alongside competent trainers to produce individual and group acts for their 'final show'

Students will be orientated to the various circus equipment available including:

- Tightrope
- Plate spinning
- Unicycles
- Diabolos
- Juggling

Enterprise & Skills challenge the students to further develop their skills from competent to performance

Curriculum Links

Learner Outcomes: Students will learn that they are capable of anything that they put their mind to. By working together and learning from their own mistakes, students take responsibility for the planning and performance of a dynamic Circus for an in school audience.

Curriculum Links

Physical Education • Citizenship • Drama • Enterprise Awareness • PSHE

Culinary Masterclass

Top Chef, top ingredients, top day!

Culinary Masterclass

Suitable for: Years 5 - 8, maximum 15 students

Programme duration: Full day 09:30 - 14:30

We require a set up period of 1 hour before the commencement of the programme and the use of the school's food technology area

Programme in brief: Alongside a top industry chef students will engage in a day focused on food, glorious food! From identifying foreign fruit and vegetables, cooking their own lunch (as demonstrated by Chef), to providing an 'afternoon tea' for the head teacher this day is interactive and fast paced. Do chefs really live up to their fearsome reputation? Let's find out..!



Programme Overview

- The day requires the use of the school's food technology area. We would need access to basic kitchen equipment (knives, bowls, chopping boards etc...) and to cleaning materials (washing up liquid, tea towels etc...)
- Enough space in the kitchen for 6 teams to cook/prepare (plus an area for our chef to demonstrate)
- This one day programme will include an introduction to food as well as hands on experience in preparing and cooking a lunch dish
- Our Chef will guide the students through the preparation of a culinary delight with Master chef style tasting
- All ingredients are provided and the students will prepare and eat their own lunch
- Students will receive certificates from the Chef at the end of the programme
- Price includes: All produce for demonstration and team tasks. Any specialized equipment required on the day. Management, prizes and evaluation
- Employer engagement in the form of an Industry Chef who will lead the day is facilitated by ESC

Curriculum Links

Learner Outcomes: Students will gain first hand experience of the demands of a Chef. They will have the opportunity for Q&A on both the practical side of cooking as well as costs, sourcing of ingredients and the working environment itself

Curriculum Links

Food Technology • Citizenship • Hospitality, Leisure & Tourism • PSHE

Team Teach

'The wisest mind has something yet to learn' George Santayana

Motivating Your Team

New

www.enterpriseandskills.co.uk

Our mission for businesses: To develop and deliver high quality, high impact leadership, motivational and teambuilding solutions

Suitable for: All areas of staff within a school community. From site teams and maintenance to management and support staff

Recommended numbers: 30 - 100

Programme duration: Full or half day option - in keeping with school times

Is it right for us? Improve you team's morale and performance with effective programmes that bring together all departments. ESC work hard to emphasize enterprise as a cross curricular way of thinking. Through hands on activities we encourage a way of working collectively that can develop through as a lasting culture within the school.

Programmes available:

- Smoothalicious
- Dome Challenge
- Teambuilding Circus Style
- World Games Challenge

What will they cover?

A fully engaging teambuilding opportunity for large groups within the business
 Building motivation through staff involvement
 All levels of interest, ability and skills
 Non-threatening, gentle process
 To develop 'Team Culture'
 Be Fun!

Programme outline:

- Warm up activity
- Brief of the day
- Activity/Quiz
- Project outline
- Hands on task
- Pitch
- Awards
- Close



Cost:	
Full day	
For up to 50 delegates	£1,200
Price per head thereafter	£12
1/2 Day	
For up to 50 delegates	£750
Price per head thereafter	£12

For more information on the individual programmes please contact the ESC team
 t: 01202 848069
 e: office@enterpriseandskills.co.uk

Frequently asked questions

Can you accommodate more students than stated?

We often teach year groups of over 300. This can be tackled in a variety of ways. We can either have split rooms with half the group in one large space and half in another with delivery taking place all on one day or we can deliver over consecutive days - for example 100 per day

Can you tailor the programme to our needs?

All programmes can be tailored to suit specific curriculum areas. Please provide us with any information or content that you would like addressed in our programmes and we will be more than happy to adapt

Can you deliver a new programme based on a subject area not covered in this portfolio?

We are always innovating and developing ideas in an effort to bring about cross curricular links with enterprise. We welcome new challenges and will write new material accordingly

Are all programmes delivered in-school?

Yes. All our programmes require a main hall/large space enough to accommodate the group size, alongside a projector and screen. ESC provide all other equipment. We can and have delivered at venues outside of school, the additional cost however is borne by the school

What does the price include?

Management, facilitation, equipment for activities and evaluation. Schools will acquire a selection of the best materials created during each programme for example designs, T-shirts, media productions (made by students) and photographs to use as evidence of enterprise for Ofsted. Winning students/teams for each programme receive prizes and certificates

Are you able to come and visit us prior to delivery day?

ESC are more than happy to book an appointment and visit your school. This would include talking over programme content, expectations for the day and room space/facilities

What if the year group we want to accommodate doesn't match your recommendation?

We are more than happy and indeed pride ourselves on being as flexible as possible. Often we welcome a consultation period, following that, programmes can be tailored to your needs

Our top tips...

We still deliver *but if at all possible advise against:*

- Using a sports hall for the day - acoustics, ambient temperature and seating students has proved difficult
- Over 120 students in one room - there is a reduction in the 'quality of experience' for each individual student the more that are squeezed in

"That's all for now folks!"

Which Jelly baby are you?!!



Enterprise
Portfolio
ENTERPRISE & SKILLS COMPANY ACADEMIC YEAR 2011

WWW.ENTERPRISEANDSKILLS.CO.UK

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