

ACTIVITY EXAMPLE

KEY WORDS

Business | Enterprise | Social Studies | Marketing | Tax | GST | Goods & Services | Entrepreneurism | Research | Statistics | Graphs | Percentages | Ratios | Business report | Communication | Teamwork | Level 1 Business Achievement Credits

ALSO USEFUL FOR

Maths | English | Technology | Visual Arts | Performing Arts

PROGRAMME OUTLINE

MINIMUM OF 3 POINTS OF CONTACT

- Business representatives come into the classroom (min x2)
- Students go into the workplace (min x1)

EXAMPLE

Over a 10-week period mentors from the local business community support students as they work through an experiential business enterprise unit covering the full business cycle from product/service idea-to development-to market-to business closure and disbursement.

- Classroom visit: business mentors introduce themselves to the students, background to their business, industry, and career. **Student activity:** 'Speed dating' with business representatives discussing business ideas. Match mentors with student groups (3-6 students per group).
- Mentors receive weekly progress update from students via email for comment and hold face-to-face meetings with groups either in classroom or workplace as required (minimum 3).
- Option to have mentors present to all students in areas of expertise along the business journey (e.g. accounting, marketing, costing etc.)
- **Workplace visit:** Mentors hold a 'business meeting' with their group, tour of the workplace, meeting staff and hearing about different careers, seeing the mentor's workplace behind the scenes. Mentors show students equivalent examples of the students' work in their business context e.g., marketing plans, sales spreadsheets etc.
- Students produce report and presentation of their experience to mentors. Option for 6 Level 1 Business Credits (Achievement Standard AS90842).



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Individual Report (including Achievement Standard option)

Small Business Report Requirements:

Your individual report is for assessment purposes. It must be word processed and be well organised. It is required that homework time be used to complete each section of your report based on decisions made and work just completed in class. Evidence of draft completion of each step must be sited before you can proceed to the next stage (milestones). You will require a 20+ page clear file folder to submit your report which will contain the following content:

Key to report writing obligations set out below: (S) = Shared work (I) = Individual work

Title Page: Include name of business; illustrations e.g. product, photo and name of owners

Contents page:

- Chapter 1 Introduction e.g. pages 3-6
- Chapter 2 Market Research pages 7-9
- Chapter 3 Financial and Time Planning pages etc.
- Through to Chapter 7 (headings and content are given below)

[Week 1: Lesson 1 + homework - Introduce the Unit and what is involved; organise groups; brainstorm and carrying out the tasks below which will be summarised in Chapter 1 of report].

Chapter 1 - Introduction

- Group members list (S)
- Personal and group goals (S)
- Initial Product ideas list (S)
- Business Name(S)
- Contract & Partnership Agreement (S)

[Week 2: Lesson 2 + homework - Carry out market research on product ideas].

First Mentor-Student contact. **ALL CLASS MENTORS REQUIRED.**

- Mentor introductions
- Mentor-group 'speed dating' session – groups rotate around mentors presenting and discussing business ideas (5 minutes/mentor)
- Group-mentor matching, swap contact details and discuss contact e.g. guidelines & expectations around email and in-person contact. Identify group member who will be 'Communications Manager' as the group's point-of-contact for the mentor.

Chapter 2 – Market Research – option to have expert mentor present 'market research' to students

- Survey Method (I)
- Questionnaire (S)
- Summary of data (table) (S)
- Processing - percent, graphs, tables (I)
- Analysis and conclusions (I)

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- Decision Tree (include any cultural implications for products/services related to use of natural resources/symbols important to Maori (necessary where applicable for any students wanting to submit report for achievement standards) (S)
- Summary of product/service decisions (S)

Email summary of progress to mentor for comment (S)

[Week 3: Lesson 3 + homework - Carry out Financial and Time Planning].

Chapter 3- Financial and Time Planning – option to have mentor expert present ‘how to cost’ to students

- Plan of Operation (S)
- Personal Diary (I)
- Venture Capital (S)
- Costing Products A B etc. (S)

Email summary of progress to mentor for comment (S)

[Week 4: Lesson 4 + homework - Devising manufacturing plan and organising production].

Chapter 4 - Production/Manufacturing Plan – option to have mentor expert present production/manufacturing considerations to students

- Product A (and B etc.): recipe/design, buying inputs, sample approved; production, quality control (who, what when, where, etc. (I)
- Compile stock records sheet - date, number made (S)

Email summary of progress to mentor for comment (S)

[Week 5: Lesson 5 + homework - Planning Marketing Campaign].

MENTOR MEETING AT WORKPLACE mentors to advise students in advance of any protective clothing required onsite (e.g., closed in shoes). Start meeting with H&S briefing, conduct mentoring session in office/meeting room then tour the workplace, showcase your industry/business and career opportunities and take any opportunity to link what students are learning and how it applies in your business.

Encourage your students to go through the process of making an appointment with you. If the class time doesn't suit you please arrange with your group to meet with them at some time this week (or Thu/Fri the week before) at a time that will work for you (e.g. at a lunch time or after school).

Chapter 5 – Marketing Campaign – option to have mentor expert present Marketing to students

- Ideas/Strategies (I)
- Justification of strategy (I)
- Illustrations of advertising used (S)

Email summary of progress to mentor for comment (S)

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[Week 6: Preparation Week for Market Day] – option to have mentor expert present Point-of-Sale and sales tips to students

Note: products/services may be sold any time and other than at market. Pre-market orders may also be taken.

- Summary of market day experience (I)
- Evaluation of marketing campaign (how effective?) (I)

[Week 7: Lesson 6 + homework - Completing Accounting Information] – option to have mentor expert present accounting to students

Chapter 6 – Accounting Records

- Purchases records (S)
- Sales records (S)
- GST Return (I)
- Statement of Financial Performance (I)
- Tax Return (I)

Profit (Loss) Sharing % ____ (\$) _____ (I)

[Week 8: Lesson 7 + homework - Evaluation and completing Final Report]

Chapter 7 – Evaluation of Unit and your business experiences (I)

- What went well? Not so well? Next time I would ...
- Write at least a side of A4 on your evaluation. Go into detail.

Acknowledgements

I would like to thank the following people for

Due Date for Report: _____

[Week 9: Wrap up presentation] *Celebration event funded by tax collected*

Parents and mentors invited to attend business presentations, thank you to mentors, 5-minute presentation from each group about their experience.

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Weekly email to Mentor

Business Name _____ Date _____

Mentor's Name _____

Business Group Report and Questions	Mentor's Responses and Questions
<p>This week we have accomplished:</p>	
<p>Next, we plan to:</p>	
<p>Questions we have are:</p>	
<p>Other:</p>	

Note: Keep a copy of this correspondence to include as planning evidence for Chapter 3 of your Report