

Harton Technology College

Proposal

Year 10s (270 split into three days)

Enterprise Day

0900 – 1030: Session 1: Market Stall Auction : A fast moving trading role-play exercise in teams of Buyers and Sellers.

Learning Outcomes:

- Students define a strategy,
- Take part in market research combining speed and decisiveness,
- Experience business style decision-making,
- Understand the key drivers of a business
- Experience how a team behaves and communicates in a changing environment
- Understand the workings of the real 'market place'

1100 – 1230: Session 2: Danny, Negotiation Exercise:

Imperative to understand how to be a successful negotiator, not only in your career but also in your personal life. Students will learn about Negotiation, flexibility, situation analysis, influence and persuading. This is designed to get students used to the ideas of: (a) working with unknown people & (b) standing up and presenting

Learning Outcomes: Students will have learnt:

- Negotiation, flexibility, situation analysis, influence and persuading.
- Goal-setting, forward planning, understanding other people's position, give and take for a win/win situation, the 8 steps to good negotiation, learning 'Good' language, tactics
- That negotiation is about win/win.
- Introducing the importance of strategic planning and valuing own worth.

1330 – 1500: Session 3: Financial Pickle : This exercise is designed for putting into practice the 4 P's of Enterprise (Product, Price, Promotion, Place), Students experience starting up a new company from very little resources. This is an excellent way to demonstrate that for as little as £250 with no premises or equipment, you can build up a business making around £25,000 in the first year and then the sky's the limit. Students finally pitch to the Bank Manager for more funds to expand.

Learning Outcomes:

- Experiencing starting a business,
- Creating business plan,
- Calculating Start up costs, Estimating Gross profits and yearly profits,
- Experiencing how people behave and communicate under pressure,
- Experiencing how to pitch,
- Understanding that skills needed in starting a business are critical to running and choosing a successful life.