

Enterprise & Employability

Level 2

STARTS ON PAGE 35

PAGE 52 – Assessment record

- Turn to page 52
- Fill in both your and your teachers name
- Write the start date and identify your target date for completion
(I normally would identify a month)

- Turn back to page 35 and begin business

Entrepreneurs



Sir Alan Sugar is a famous entrepreneur, he founded Amstrad and is the chairman of Tottenham Hotspur. Sir Alan also has a famous TV show called 'The Apprentice'



Richard Branson is an entrepreneur, he is the 6th richest person in the UK. Richard owns virgin records, virgin airways and many other virgin companies.



Duncan Bannatyne is a successful entrepreneur who runs many health clubs and spas.



Steve Jobs formed the company 'apple', he is a very successful entrepreneur.

Activity 1-Fill out table

page 36

Business	owner	purpose	products	customers
John Lewis	John Lewis partnership	the happiness of all its members, through their worthwhile and satisfying employment in a successful business.	Clothing Furniture Electrical appliances	Men Young people
Toms Shoes	Blake Mycoskie	Provide sustainable business	Shoes	Men, women,
Portal Training	Gwawr Booth	Technical and vocational secondary education	Training and education programs	Schools Colleges prisons
Virgin	Richard Branson	changing business for good".	Flights Media holidays	Family
Morris Cook	Andrew Clarke Samantha Jones Megan Jones	We believe that our success is your success	Chartered accountants	Businesses

Activity 2- qualities of an entrepreneur page 37



Activity 3-Complete the skills audit on page 38



Activity 4-Think of possible ideas... Page 39

Choose one of these ideas as your final idea- as you have already thought about this/completed work in Welsh Bacc.

Product or services	Potential customers	When will this customer buy this service/product? What will the customer gain from this service/product?
Party bags	Parents organising parties for their kids	When they throw a kids party
New Chocolate bar	Kids/adults	Every day sales/Birthdays/xmas/special occasions/treats
Sports product or service		

Activity 4-Think of possible ideas... Page 39

Mind map – copy down these 4 and any other ideas you have

- Tuck shop
- Car Wash
- Dog walker
- Garden odd jobs

Choose two and copy down

Idea 1-Dog walking business

- S-1. Could run it alone
- 2. low set up cost
- 3. Low running cost

- W- 1. Big responsibility
- 2. Public insurance needed
- 3. Competition fro other business

- O- 1. Customer recommendation
- 2. Discounts for regular customers.
- 3. Local customers

- T- 1. Dogs could run away
- 2.Dogs could not get on
- 3. Injury

Idea 2 - Gardener/odd jobs

- S-1. Always odd jobs
- 2. Enjoy gardening
- 3. Good at following instructions

- W- 1. Big responsibility
- 2. Difficulty with taking equipment
- 3. Garden waste

- O- 1. Customer recommendation
- 2. Discounts for regular customers.
- 3. Local customers

- T- 1. Damage to property
- 2.Unhappy customers
- 3. Injury

Idea 3 –Car wash business

- S-1. Good with people
- 2. low set up and running cost
- 3. Regular customers

- W- 1. Big responsibility
- 2. Public insurance needed
- 3. Competition fro other business

- O- 1. Customer recommendation
- 2. Discounts for regular customers.
- 3. Local customers

- T- 1. need a close water supply
- 2. Damage to cars
- 3. Difficulty with chemicals

Idea 4 – Tuck Shop

- S-1. Good with money
- 2. Good with people
- 3. Low running cost

- W- 1. Completion from canteen
- 2. Need permission
- 3. Small profit

- O- 1. could set up at school
- 2. Opening at br and lunch.
- 3. Keep weekends free

- T- 1. disrespect from peers
- 2. Thefts
- 3. Complaints about product choice

Our enterprise idea is....

Which ever two you chose pick your favourite

Use these sentence starters to help you answer.

- The aspects that make this business viable are.....
- Customers would use my business because.....
- My target customers would be.....
- I would provide this business by.....
- My business would be run from.....

Activity 7-Business development page 42

- Fill out the table of jobs
- Project Leader – (Responsibilities) Lead meetings, delegation of jobs, planning and hold group accountable lead Pitch delivery (skills) Good communication and organisation
- Market Researcher– (Responsibilities) Research and collate information (skills) ICT and organisation
- Designer (Responsibilities) Designing and Publishing (skills) ICT and organisation
- Burser/Finances (Responsibilities) Keep books and buy equipment/product when needed (skills) Numeracy

Activity 9-Business development page 43

- Plan workings of business (Resources) Internet and PC
- Market Research (Resources) Internet and questionnaire
- Costing of product or services (Resources) Internet and PC
- Advertising (Resources) PC, Printer and photocopier

Record finding on page 46

Activity 9-Business development page 43

- Plan (Fill in 1 box)
- Risk assessment (Fill in 1 box)
- Research (Fill in 1 box)
- Create questionnaire (Fill in 2 boxes)
- Do questionnaire (Fill in 2 boxes)
- collate info (Fill in 2 boxes)
- Work out costings (Fill in 3 boxes)
- Write a Pitch for your business including your findings 2 mins (Fill in 3 boxes)
- Advertising leaflet and social media campaign (Fill in 4 boxes)

Activity 10- Risk assessment page 44 – 15 minute activity in your group

- Complete page on your chosen business. Create a mind map of risks the business might have and then one for your solutions to this problem.

ie. Risk – competition from other businesses

Solution – Special offers and competitive pricing

Activity 11-14

- Use pages 45 to 48 to make your notes on your jobs and share them with your team members.
- Make sure you have copies of your work either in your book stuck in or create a power point.
- Present to the class via Power point and stick in book

Activity 15 and 16- page 50-51

Evaluation and Personal reflection

- Activity 15- 5 mins – work with a partner from your group
- Activity 16 – 20 mins – individual work answer questions in book


PAGE 52 – Assessment record

- You **MUST** sign off this project!!!


Employability

STARTS ON PAGE 53

Activity 1- Skills and qualities page 53



Organised
Flexible
Focussed
Leader
Patient
Resourceful



Good at speaking
Good at listening
Good time keeping

Activity 2- page 54 Skills and qualities(look back at page 50)



- Skill 1-Solve problems- this is important to an employer as you will face many problems in a job role and if you can't solve them without help-you won't be a good employee.
- Skill 2- Good at time keeping- this is important to an employer as if you are late for work/meetings then you won't be very useful as an employee and may lose your job.
- Quality 1- Stay calm under pressure- this is important to an employer as jobs can be stressful and if you can't stay calm under pressure then your head may go in the office and you may have an outburst that would upset people.
- Quality 2- Motivate others- this is an important quality to have as you can bring the team together and get everyone thinking positively to work towards achieving a goal.

Activity 3-Guess the job

page 57

- Get into pairs
- You will be given a job each
- Describe the role without saying what it is
- Your partner should try and guess the job



Activity 4- Job vacancies information page 56

Source	Support they offer	Types of employment
Careers Wales	How to apply. Qualifications needed, how to write a cv/covering letter	All sectors
Indeed		
Monster job.com		

Activity 5-What do you want to be when you grow up?

- Research it using 2 sources
- If you don't know---juts pick something, anything

Activity 6- How your experiences relate to your job?

Page 58

	Your description	How does it relate to your identified job 1?	How does it relate to your identified job 2?
Skill 1			
Skill 2			
Quality 1			
Quality 2			
Achievement 1			
Achievement 2			

Activity 7-The bigger picture

page 59

What	Why?	How?
1.		
2.		

Activity 8- Prepare some questions you would like to ask for additional information about a job that you have chosen from activity 5

- Q. What hours will I work?
- Q. Is there anything I can do to prepare fully for starting the job?

Activity 9-Ways to apply for a job

62

page

Method of applying for a job	When and why would this be appropriate for you?
Personal profile on a website	
Online	
Post	
Over the phone/skype call	A job abroad where it's not possible to go in person

Activity 10- where can you find job application information

What should you include in your CV

- Personal Details
(including social media/website)
- ?Career Goal/Key capabilities
- Education
- Work History
- Skills and competencies
- ?Publications, Conferences,
Professional Memberships, Interests
- Referees

Activity 12 page 64

Do's

myPerfect resume **Resumes & Cover Letters: Dos and Don'ts**

 DO <i>Customize your resume for each job</i> One size does not fit all. Your resume needs to target the employer you're sending it to, and emphasize the parts of your background that most fit the role.	 DO <i>Lead with your education and skills</i> If you don't have a lot of professional experience, start with your best selling points: your educational qualifications, and skills that could transfer to a professional environment.	 DO <i>Include unpaid work/activities that show leadership</i> Volunteered with a well-known organization? Worked for an important cause? Awesome. Include it under "Experience" on your resume.	 DO <i>Use the proper resume format</i> A chronological resume (listing your work history in reverse order) is usually best, but if you don't have a lot of experience, consider a functional resume.
 DON'T <i>Send a resume with typos</i> The fastest way to get your resume thrown in the trash is to send a document riddled with misspellings, formatting problems, or other mistakes.	 DON'T <i>Use crazy fonts or colors</i> Using "crazy" fonts, unusual colors or super-fancy paper might get your resume some attention—but probably not the kind you want.	 DON'T <i>Go over 1 page</i> You probably don't have enough experience to justify a longer resume. Focus on your best selling points, and keep it short and sweet.	 DON'T <i>Send a laundry list</i> Your resume is a sales tool, not a laundry list. Don't include every class you ever took and every summer job you've ever had, unless they're relevant.

Activity 13- Personal profile

page 65

- Look at the flashcards
- Pick 5-7 statements to include in your personal profile
- Write them in booklet

Transferable skills

page 65

- **Transferable skills** are **skills** and abilities that are relevant and helpful across different areas of life: socially, professionally and at school. They are 'portable **skills**'. People usually think about their **transferable skills** when applying for a job or when thinking about a career change.



Activity 14

Statement	What does it mean?	I have demonstrated this when/through...

Activity 15- Do you have any certificates?

First Aid Training Certificate

This certifies that

Has satisfactorily completed the first aid training

Given this _____ day of _____ in the year _____.

_____  _____

www.123certificates.com

Activity 16-CV template

- Fill out the cv template on page 68



MARTIN JANSSEN

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EXPERIENCE

Key Account Manager
Ipsium BV Leiden | 2020 – 2024
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Account Manager
Ipsium BV Leiden | 2006 – 2020
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Accountmanager
Dolor int. Leiden | 2005 – 2006
Lorem ipsum dolor sit amet, facili nulla rebum et per. Ut aliquo partum aliquo sed, per detrahe vituperata in.

Sales Assistant
Dolor int. BV Leiden | 2003 – 2005
Lorem ipsum dolor sit amet, facili nulla rebum et per.

EDUCATION & COURSES

University Leiden PhD Business Law 2004 <i>Lorem ipsum dolor sit amet, perit.</i>	NIMA, Utrecht NIMA 2 2010
BSG Lorentz Leiden VWO diploma 2009	Schiedegger, Hilversum Sales & Account Mgr 2008
	NCOI, Den Haag Presentatie Techniek 2004

LANGUAGES **COMPUTER**

Dutch Native	MS Office Excellent
English Excellent	SAP Good
Spanish Basic	Photoshop Good
French Basic	

PERSONAL INTEREST

Sports: running, football | music | photography

CONTACT

 Langstraat 37
2500 XD Leiden

 m.janssen
@xmail.com

 +31 (0)18
123 456 78

 01-05-1980
The Hague NL

GO SUMO CV TEMPLATES

Activity 17-Create a covering letter

PLACEHOLDER
L O G O

June 1, 2013

123 Broadway
City, State 12345
Phone: (000) 111-1111
Email: john@smith.com

Mrs. Jane Smith
Recruitment Officer
The Corporation
123 Pleasant Lane
City, State 12345

Dear Mrs. Smith,

PARAGRAPH ONE: State the reason for the letter, name the position or type of work you are applying for and identify the source from which you learned of the opening (i.e. career development center, newspaper, employment service, personal contact).

PARAGRAPH TWO: Indicate why you are interested in the position, the company, its products, services - above all, stress what you can do for the employer. If you are a recent graduate, explain how your academic background makes you a qualified candidate for the position. If you have practical work experience, point out specific achievements or unique qualifications. Try not to repeat the same information the reader will find in the resume. Refer the reader to the enclosed resume or application which summarizes your qualifications, training, and experiences. The purpose of this section is to strengthen your resume by providing details which bring your experiences to life.

PARAGRAPH THREE: Request a personal interview and indicate your flexibility as to the time and place. Repeat your phone number in the letter and offer assistance to help in a speedy response. For example, state that you will be in the city where the company is located on a certain date and would like to set up an interview. Alternatively, state that you will call on a certain date to set up an interview. End the letter by thanking the employer for taking time to consider your credentials.

Sincerely yours,

John Smith

Activity 18- Record your feedback comments

