

## **Annex 2**

### **Business Enterprise**

At Sandwell Academy students are given the opportunity to participate in a variety of activities which engage them in Business Enterprise Learning.

#### **Key Stage 3**

Year 7 and Year 8 English and Maths students have undertaken a range of financial and enterprise activities, ranging from travel writing, integrating holiday budgets and planning; through to creating a business plan for a catering company. Activities have combined the calculation of exchange rates, VAT, income, stock and expenses such as mobile phone tariffs, utility bills and wages.

Year 7 Business Enterprise students completed a project in conjunction with Design and Technology where they had to create and design a new milkshake drink, considering; logo, slogans, packaging etc.

Year 8 Business Enterprise students developed their understanding of personal finance with a visit from employees from a local Barclays Bank branch who discussed life skills with students discussing issues such as; bank accounts, credit cards, direct debits and much more.

Year 7 students developed their enterprise skills through the October Enrichment days, by visiting Kingswood Colomendy outdoor centre. This event involved a variety of activities designed to build confidence, personal development skills and the students' ability to work as part of a team.

#### **Key Stage 4**

Key Stage 4 BTEC Business students' coursework focussed on a number of real life businesses including; Cadbury, The Rep Theatre and Coca Cola. They also developed a Business Plan for setting up their own enterprise. GCSE Business Studies students were spoken to by local entrepreneurs about running a business for their coursework.

Key Stage 4 students were also given the opportunity to participate in the Young Enterprise Tenner Challenge. They are pledged £10 and they use this start-up capital to get their business off the ground working in a group. The students had four weeks to make as much profit as they could from their tenner. Students were also involved in weekly competitions such as designing a logo, creating a sales pitch, creating an advertisement and making a trade stand. Activities included car washes, sweet and bake sales.

#### **Key Stage 5**

Sixth Form Business students were able to get involved in a number of business visits and guest speakers during the academic year, including; Tesco West Bromwich to look at recruitment and selection methods, a number of guest speakers from local Banks to help students understand personal finance for part of their Finance Exam and a number of other events organised by the students for part of their coursework unit 'Organising an Event'.

6.1 students represented the Academy in various inter-school competitions. Business and Maths students used resourceful accounting methods to maximise profits in a challenge run in collaboration with the ICAEW (The Institute of Chartered Accountants in England and Wales) as part of Base 2017.

All 6.1 students participated in a successful enterprise event 'Build a Nation', involving team working, leadership and presentation skills.

### **Business Enterprise and Parents' Advisory Group (PAG)**

The annual Summer Fayre was once again a tremendous success. Year 7 students looked at enterprise within Art, learning how to make, price and sell their own artwork. They also had the opportunity to mount and sell a piece of work of their choice. The Fayre in conjunction with the Parents' Advisory Group (PAG) raised extra funds to enable departments to purchase additional resources.

6.2 Business students supported the organising and running of the PAG Bingo/quiz night in November. This included; selling raffle tickets, organising a quiz and generally ensuring the night ran smoothly and was a success in order to raise those extra funds.

### **External Links**

During Enrichment days, Year 9 students participated in an enterprise day, completing the Real Business Challenge by Coca-Cola Enterprises, where they participated in a task to design a new soft drink.

In the Year 9 GCSE course, student were involved in a Dragon's Den project with Shoosmiths in Birmingham. Students were given a brief that their ideas had to meet. They had to pitch their ideas to the Dragons who asked intense questions before deciding on a winner.

A group of students in Year 10 came runners up in the 'I am Creative' challenge, where they were invited to Adam&EveDDB headquarters in London to present their work to an esteemed panel of judges, from Lloyds, Ideas Foundation and Adam&EveDDB.

### **Personal Tutor**

As part of the Citizenship programme and Money Matters week, presentations have been delivered in personal tutor time to improve students understanding of personal finance.