**CBA 1 - 2nd Year**

**Topic: ENTERPRISE in ACTION**

**Outcome: Students produce brief portfolio (3-5 pages max) and carry out enterprise activity (e.g. milk-shake sale) over four week period. Student group into 3-5 team members.**

**Scheme: see sample below for portfolio.**

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| **Timescale** | **Activity** | **Related Learning Outcomes** | **Notes** |
| **Week 1** | Conducting Research | 2.7 – Market research  3.3 – Supply & Demand  2.2 – Enterprise and Entrepreneurs | Carry out INDIVIDUAL market research  Optional: Student Diary to be kept |
| **Week 2** | Evaluating information | 2.6 – Digital Technology | Create Bar chart/Pie chart illustrating findings  Collate/share with team members – each pupil shares their chart with other team members  Collaborate with Maths Dept. re graphs&charts |
| **Week 3** | Developing Plans | 2.8 – Marketing Mix  2.9 – Business Plans | Action Plan to be produced  Business Plan to be produced |
| **Carry Out ENTERPRISE ACTIVITY – milk shake sale in assembly hall. Students buy their own ingredients, supply equipment etc.** | | | |
| **Week 4** | Reporting Findings | 3.1 – Choices, Economic choices, Opportunity cost | Produce Summary Report  Optional: Summative Enterprise MCQ Test |

# **Market Research Questionnaire**

* Five questions max.
* Each student must undertake their own research for example:
  + Pupil one – Student taste preferences
  + Pupil Two - Ingredients costing research
  + Pupil Three - Equipment research
  + Pupil Four - Student demographic research…how in school/male, female mix/how may stay in for school lunch etc…
* Questions to be quantitative in nature e.g. yes/no, numerical, type answers
* Diary to be kept

# **My Findings**

* Each student produces individual student graph/chart
* Collectively - Students share each graph/chart with each other using email/googledrive/onedrive. If using onedrive…consult with ETB Fiona!
* Consult with Maths dept. re graphs

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**Business Plan**

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| **Product** | **Price** |
| **Place** | **Promotion** |
| **Finance** | **Costings** |

**Action Plan**

|  |  |
| --- | --- |
| **Activity** | **Dates** |
| **1** |  |
| **2** |  |
| **3** |  |
| **4** |  |
| **5** |  |

# **Reporting Findings – Summary Report**

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| **Challenges** | **Financial Outcomes** – profit or loss made. Possibly trading account. |
| **My Role** | **What I Learned** |