

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

Year 7 and Year 8 English and mathematics 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 8 Business Enterprise students developed their understanding of personal finance with a visit by employees of a local Barclays Bank branch. The visitors discussed life skills with students and topics such as bank accounts, credit cards, direct debits and much more.

During Session 3, Key Stage 3 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 money. 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 4

Key Stage 4 BTEC Business students' coursework focussed on a number of real life businesses including; Cadbury, The Rep Theatre, Little Dessert Shop and Lee Longland. They also developed a business plan for setting up their own enterprise. GCSE Business Studies students attended a presentation by local entrepreneurs where they talked about running a business.

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, students were involved in a Dragons' 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.

Key Stage 5

Sixth Form Business students were able to get involved in a number of business visits and talks by guest speakers during the academic year. Talks given included: Tesco West

Bromwich to look at recruitment and selection methods and a number of guest speakers from local Banks to help students understand personal finance for part of their Finance Exam.

6.1 students represented the Academy in various inter-school competitions. Business and mathematics 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 2018.

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 Race Night in November. This included: selling raffle tickets, organising food and generally ensuring the night ran smoothly and was a success in order to raise those extra funds.

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.