UNIT 9
Enterprise and Entrepreneurship

Introduces pupils to the world of entrepreneurship and prompts pupils to recognise that it might be appropriate to use their own initiative and independence skills to approach the challenges and opportunities they will face in the working world.
UNIT OF WORK FOR PUPILS WITH MODERATE LEARNING DIFFICULTIES (KS 3)

Unit 9: Enterprise and Entrepreneurship (E1, E2, E3, E4, C9)

LEARNING INTENTIONS

By the end of the unit pupils will have had the opportunity to:

- develop an awareness of enterprise and entrepreneurship;
- identify the skills and qualities of an entrepreneur;
- discuss the benefits and challenges of being an entrepreneur;
- recognise that they too can be enterprising and possibly become an entrepreneur.

SUGGESTED TEACHING & LEARNING ACTIVITIES

1. Teacher reads the class the case study ‘Charlie the Cook’ Activity Sheet 9(a) Charlie the Cook. In groups pupils identify five words that describe Charlie using Activity Sheet 9(b) Qualities Cards and discuss what makes a person ‘enterprising’

2. Pupils discuss and list the benefits and challenges of being an entrepreneur see Teacher Briefing Sheet 9 Being an Entrepreneur

3. Who Am I? quiz - where teacher reads out the life story of someone who has done well and gets the class to guess the identity of the Entrepreneur

4. Class/school participate in an enterprising activity e.g. class start up a sports team or make seasonal crafts

5. Teacher reads the class the story of a well-known Northern Ireland enterprising initiative (eg Harland and Wolff, Dunlop, Space NK, Maud’s Ice Cream, Bushmill’s Whiskey). The class could organise a project around this

6. Class complete Activity Sheet 9(c) When Were You Enterprising?

7. Local enterprising person (perhaps past pupil) visits the class

8. Using Activity Sheet 9(d) The Man-made Object the teacher suggests one object and the class carries out the task

9. Using Activity Sheet 9(e) Case Studies the class discusses the problems (solution: lifts - put in mirrors, doughnuts - make bigger holes)

10. At the end of Key Stage 3 the teacher should ask each pupil to complete Activity Sheet 9(f) What Employability Means To Me...

SKILLS DEVELOPMENT OPPORTUNITIES

- Working with Others
- Being Creative
- Managing Information
- Being Creative
- Self Management
- Being Creative
- Thinking, Problem solving, Decision making

RESOURCES

- Teacher Briefing Sheet Being an Entrepreneur
- Activity Sheet 9(a) Charlie the Cook
- Activity Sheet 9(b) Qualities Cards
- Activity Sheet 9(c) When Were You Enterprising?
- Activity Sheet 9(d) The Man-made Object
- Activity Sheet 9(e) Case Studies: The Doughnut Factory, The Hotel Lifts
- Activity Sheet 9(f) What Employability Means To Me...
The Doughnut Factory
Make the hole bigger!

The Hotel Lifts
The consultant advised the Hotel Management to put mirrors at the lift doors so that people have something to do (look at themselves). Complaints dropped by over 50%. The consultant did not focus on the lifts, but on the behaviour of the people using the lifts.

**TEACHER BRIEFING SHEET BEING AN ENTREPRENEUR**

**BENEFITS**

- Your own boss
- If you work very hard it is you that benefits
- You can make decisions quickly
- If you want to make changes you can
- You choose own hours
  Flexible – decide on own holidays.

**CHALLENGES**

- You need to be focused
- You need to be able to see opportunities (change)
- You need to be hard working
- You need to keep trying even if things don’t always go well
- You are responsible for business
- You need to take risks.
When Charlie was at school he was very popular. He played football for his school and was an enthusiastic team player. He told all his friends that one day he would own his own business and he would earn enough money to buy a nice house and a good car.

When Charlie left school he went to his local Further Education College. He trained to be a cook. He started working in a small café. He worked long hours and he also worked very hard. Charlie made sure that every meal that he prepared was tasty. The Café owner could see that Charlie was a hard worker. The café became very popular because of Charlie’s excellent cooking and friendly manner but Charlie wanted to own his own business.

Charlie wanted to buy a mobile chip van. His customers at the cafe, his friends and family thought this was a great idea. Charlie went to the bank and asked them to lend him money for his new business. Charlie took a risk. Charlie bought a new fast food van! He painted it in bright colours and called it ‘Charlie’s Tasty Bites’. He bought lots of new equipment and employed two young people to help him.

Every month Charlie paid all his bills. Any extra money Charlie made from his ‘Charlie’s Tasty Bites’ business he saved in the bank. Eventually Charlie had saved enough money to expand his business. He had enough money to buy another mobile fast food van. Charlie was now an entrepreneur.

Today Charlie owns three fast food vans and has bought a small café which he also calls ‘Charlie’s Tasty Bites’. He not only sells hot food but also healthy salads and fresh fruit drinks. He has bought a nice house and drives a good car. Charlie had come a long way from his early working days when he was a cook and worked in someone else’s Café.
UNIT 9: ENTERPRISE AND ENTREPRENEURSHIP
Activity Sheet 9(b): Qualities Cards (1 of 5)

I AM... Sensitive
QUALITY CARD

I AM... Polite
QUALITY CARD

I AM... Punctual
QUALITY CARD

I AM... Patient
QUALITY CARD

I AM... Confident
QUALITY CARD

I AM... Practical
QUALITY CARD

I AM... Hardworking
QUALITY CARD

I AM... Honest
QUALITY CARD

I AM... Energetic
QUALITY CARD
UNIT 9: ENTERPRISE AND ENTREPRENEURSHIP
Activity Sheet 9(b): Qualities Cards (2 of 5)

I AM...
Sociable
QUALITY CARD

I AM...
Outgoing
QUALITY CARD

I AM...
Observant
QUALITY CARD

I AM...
Careful
QUALITY CARD

I AM...
Responsible
QUALITY CARD

I AM...
Logical
QUALITY CARD

I AM...
Creative
QUALITY CARD

I AM...
Enthusiastic
QUALITY CARD

I AM...
Co-operative
QUALITY CARD
UNIT 9: ENTERPRISE AND ENTREPRENEURSHIP
Activity Sheet 9(b): Qualities Cards (3 of 5)
UNIT 9: ENTERPRISE AND ENTREPRENEURSHIP
Activity Sheet 9(b): Qualities Cards (4 of 5)

I AM...
Accurate
QUALITY CARD

I AM...
Curious
QUALITY CARD

I AM...
Resilient
QUALITY CARD

I AM...
Strong
QUALITY CARD

I AM...
Funny
QUALITY CARD

I AM...
Motivated
QUALITY CARD

I AM...
Musical
QUALITY CARD

I AM...
Artistic
QUALITY CARD

I AM...
Mechanical
QUALITY CARD
UNIT 9: ENTERPRISE AND ENTREPRENEURSHIP
Activity Sheet 9(b): Qualities Cards (5 of 5)

I AM...
Persuasive
QUALITY CARD

I AM...
Organised
QUALITY CARD

I AM...
Tidy
QUALITY CARD

I AM...
Adaptable
QUALITY CARD

I AM...
Tolerant
QUALITY CARD

I AM...
Considerate
QUALITY CARD

I AM...

QUALITY CARD

I AM...

QUALITY CARD

I AM...

QUALITY CARD
### UNIT 9: ENTERPRISE AND ENTREPRENEURSHIP

**Activity Sheet 9(c): When Were You Enterprising?**

<table>
<thead>
<tr>
<th>Being Enthusiastic</th>
<th>At School</th>
<th>At Home</th>
<th>At Club</th>
<th>At Church</th>
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<tbody>
<tr>
<td>Building for the future</td>
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<td>Making money</td>
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<td>Setting goals</td>
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<td>Sticking to it</td>
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<td>Dealing with failure</td>
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<td>Knowing what you’re doing</td>
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<td>Taking the Initiative</td>
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<td>Listening</td>
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<td>Setting your own standards</td>
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<td>Being Energetic</td>
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<td>Being Committed</td>
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<td>Recognising your strengths</td>
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<td>Being reliable</td>
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<tr>
<td>Taking risks</td>
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</table>
Imagine that you are on a desert island with plenty of food and shelter.

There is only one man-made object –

Using your wildest imaginings think of as many uses as you can for this object.
A small bakery produces doughnuts (gravy rings). Each doughnut costs 4p to make. They are sold for 20p each.

The price of the raw materials to make the doughnuts has just gone up. The cost of making the doughnut is now 5p.

Given that the firm can’t raise the selling price of the doughnut because of fierce competition, how can the bakery make the same amount of money?
A hotel had a problem – people complained that the lifts were too slow (especially when travelling to the top floor). They asked a consultant to look at the problem.

**What was his solution?**
EDUCATION FOR EMPLOYABILITY
KEY STAGE 3 MLD

UNIT 9: ENTERPRISE AND ENTREPRENEURSHIP
Activity Sheet 9(f): What Employability Means To Me...

My skills and qualities are:

An enterprising person is:

Skills and qualities I need to develop:

New things I have learnt:

I have enjoyed:

Transferable skills are:

Employability is: