



the WOW factor

Unit Five Employability Challenges



the WOW factor



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Resources

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Aim

In this unit, pupils are introduced to five different employment sectors. They take part in employability challenges related to the employment sectors.



Unit Overview

Mapped to the Statutory Statements

Pupils should have opportunities to:

- investigate how work organisations contribute to the community;
- practise their presentation and self-marketing skills;
- assess their personal skills and achievements to date; and
- identify and practise the skills and attributes that make one enterprising.

Learning Intentions

Pupils learn that:

- work organisations can have both a positive and a negative impact on the local community;
- employers are looking for employees who can demonstrate a range of employability skills and qualities; and
- enterprising skills and attributes are valued in the world of work.

Success Criteria

At the end of this unit, pupils will:

- be able to explain why businesses are important in the local community;
- be able to identify the skills and qualities required for a job;
- recognise they already have skills, qualities and interests that they can tell others about; and
- be able to describe how they demonstrated enterprising skills and attributes.

Employability Skills Focus

This unit allows pupils to develop the skills that meet the statutory requirements of the revised curriculum at Key Stage 3. The focus within this unit is outlined below:

THEME	SKILLS FOCUS
Theme 1: News Line	Working with others
Theme 2: Shop Here	Thinking, problem-solving and decision-making
Theme 3: Greenland's Project	Communication
Theme 4: Smart Toys Project	Being creative
Theme 5: Sam's Snacks	Using mathematics

Key Questions

Throughout this unit, encourage pupils to consider the following questions:

- *How do organisations provide advantages to a community?*
- *When might an organisation have a negative impact on the community?*
- *Why are skills and qualities so important for jobs?*
- *What are the benefits of being enterprising?*

Opportunity
for Assessment
for Learning!
Sharing learning
intentions and
success criteria

Opportunity
for Assessment
for Learning!
Effective key
questions



Learning and Teaching Activities within this Unit

Theme 1 News Line

Pupils explore the media and entertainment employment sector. They take part in an employability challenge in which they write and present a news bulletin.

Theme 2 Shop Here

This theme focuses on the retail employment sector. Pupils take part in an employability challenge in which they adopt the role of business owners trying to lease a unit in a local shopping centre. They make a presentation to the rest of the class.

Theme 3 Greenland's Project

This theme focuses on the community and voluntary employment sector. Pupils take part in an employability challenge. They are tasked with finding the most appropriate method of attracting and recruiting volunteers for a local conservation company.

Theme 4 Smart Toys Project

This theme focuses on the manufacturing employment sector. Pupils take part in an employability challenge that is designed to promote their entrepreneurial skills.

Theme 5 Sam's Snacks

This theme focuses on the food/catering employment sector. Pupils take part in an employability challenge in which they take on the role of an entrepreneur who has to manage a budget.



Theme 1

News Line

Pupils explore the media and entertainment employment sector. They take part in an employability challenge in which they write and present a news bulletin.

Opportunity
for Assessment
for Learning!
Assessing own and others'
work using agreed success criteria

Support Materials for the Activity

- *Maineville Media Challenge A* (Resource 1)
- *Maineville Media Challenge B* (Resource 2)
- Digital video/camera

Activity 1

Organise the pupils into groups of five or six individuals. Label the groups either A or B. Distribute a copy of the *Maineville Media Challenge A* to all the A groups. Distribute a copy of the *Maineville Media Challenge B* to all the B groups.

Invite the groups to read the company background information and discuss the challenge being presented. Make sure that the pupils understand what is expected of them in this challenge. Invite the pupils to adopt group roles for this task, for example:

- script writer;
- producer;
- presenter;
- reporter; and/or
- interviewer.

Discuss and agree the success criteria for this task, for example:

- work with your peers to reach agreement/manage disagreement;
- the bulletin should last no longer than three minutes;
- be able to show views and opinions from a range of perspectives; and
- use body language and tone of voice to convey characters.

Give the pupils a timeframe in which to complete the challenge. When the groups are ready, invite them to present their news bulletin to the rest of the class. Invite the pupils to assess their own and others' work using the agreed success criteria.

Theme 2

Shop Here

This theme focuses on the retail employment sector. Pupils take part in an employability challenge in which they adopt the role of business owners trying to lease a unit in a local shopping centre. They make a presentation to the rest of the class.



Support Materials for the Activity

- *Shopping Enterprises Challenge* (Resource 3)
- *Consider All Factors Template* (Resource 4)

Activity 1

Organise the pupils into groups of five or six individuals. Distribute a copy of the *Shopping Enterprises Challenge* to each group. Invite the groups to read this and discuss the challenge being presented. Make sure that the pupils understand what is expected of them in this challenge.

Discuss and agree the success criteria for this task, for example:

- be able to explain and justify opinions and conclusions;
- examine options and weigh up pros and cons;
- present ideas clearly, taking account of the audience; and
- use persuasive language.

Give the pupils a timeframe in which to complete the challenge. When the groups are ready, invite them to make their presentation to the rest of the class. Distribute a copy of the *Consider all Factors Template* to each group. Encourage them to use this to evaluate the other groups' proposals. Invite them to agree on which business should be allowed to rent the unit. Finally, invite the pupils to assess their own and others' work using the agreed success criteria.



Theme 3

Greenland's Project

This theme focuses on the community and voluntary employment sector. Pupils take part in an employability challenge. They are tasked with finding the most appropriate method of attracting and recruiting volunteers for a local conservation company.

Support Materials for the Activity

- *Greenland Company Challenge* (Resource 5)

Activity 1

Organise the pupils into groups of five or six individuals. Distribute a copy of the *Greenland Company Challenge* to each group. Invite them to read the company background information and discuss the challenge being presented. Make sure that the pupils understand what is expected of them in this challenge.

Discuss and agree the success criteria for this task, for example:

- has an inviting slogan;
- clearly outlines the purpose of the project including the benefits to both the community and the volunteers;
- uses the present tense;
- gives information on the requirements and duties of the volunteer position;
- outlines the skills and qualities candidates require; and
- identifies three challenging questions that are open-ended.

Give the pupils a timeframe in which to complete the challenge. When the groups are ready, invite them to present their publicity campaign to the rest of the class. Invite the pupils to assess their own and others' work using the agreed success criteria. Display the pupils' work in the classroom.

Opportunity
for Assessment
for Learning!

Generating pupils' questions
Assessing own and others'
work using agreed
success criteria

Theme 4

Smart Toys Project

This theme focuses on the manufacturing employment sector. Pupils take part in an employability challenge that is designed to promote their entrepreneurial skills.

Opportunity for Assessment
for Learning!

Providing think time
Assessing own and others'
work using agreed
success criteria

Support Materials for the Activity
- *Smart Toys Challenge (Resource 6)*

Activity 1

Organise the pupils into four groups. Distribute a copy of the *Smart Toys Challenge* to each group. Invite them to read this and discuss the challenge being presented. Make sure that the pupils understand what is expected of them in this challenge.

Invite the pupils to adopt team roles within their group, for example:

- factory manager;
- marketing manager;
- finance manager;
- product designer; and/or
- production operative.

Discuss and agree the success criteria for this task, for example:

- contribute new ideas within the group;
- build on each others' ideas;
- use imagination to come up with new ideas;
- consider how the invention meets the interests of the user; and
- demonstrate a belief in the idea through presenting an exciting message that gains people's attention.

Encourage the pupils to be as creative and innovative as possible with their designs. Give the pupils a timeframe in which to complete the challenge. When they have completed this challenge, invite a representative from each group to present their product to the rest of the class. Invite the pupils to assess their own and others' work using the agreed success criteria. Display the pupils' work in the classroom.

Theme 5

Sam's Snacks

This theme focuses on the food/catering employment sector. Pupils take part in an employability challenge in which they take on the role of an entrepreneur and try to manage a budget.

Opportunity for
Assessment
for Learning!
Assessing own and
others' work using agreed
success criteria

Support Materials for the Activities

- *Sam's Snacks Challenge* (Resource 7)
- *Equipment Price List* (Resource 8)
- *Pupil Reflection Record* (Resource 9)

Activity 1

Organise the pupils into pairs and give them a copy of the *Sam's Snacks Challenge* and the *Equipment Price List*. Invite them to read the company background information and discuss the challenge being presented. Make sure that the pupils understand what is expected of them in this challenge.

Discuss and agree the success criteria for this task, for example:

- keep within Sam's budget;
- prioritise and differentiate between spending needs and wants; and
- demonstrate financial decision-making – is the equipment necessary now or can Sam wait and buy it later?

Give the pupils a timeframe in which to complete the challenge. When they have completed this challenge, invite each pair to present their list of equipment and their floor plan to the rest of the class. Invite the pupils to assess their own and others' work using the agreed success criteria. Display the pupils' work in the classroom.

Activity 2

Distribute a copy of the *Pupil Reflection Record* to each pupil. Encourage them to read this and think about their learning to date. Ask the pupils to complete the *Pupil Reflection Record*. Finally, invite them to take part in a group discussion to share their learning with each other.

It might be useful to record feedback from individual pupils in their Progress File.



Maineville Media Challenge A

Maineville Media Inc is a local TV Company that focuses on local news issues. It produces a range of programmes and news bulletins of interest to people in the local area. These programmes run on a daily basis and are popular with all age groups in Maineville.

Key Facts

Maineville Media was established in 1999. It received funding from the local Council to help it get set up. Maineville Media often provides work placements to local pupils who are interested in media.

The company employs people in the following roles:

- producers;
- camera men/women;
- news editors;
- administrators;
- reception staff; and
- TV presenters.

The Employability Challenge

Maineville Media wants to produce a special news feature about the issues that impact on employment in the local area. The news feature will be broadcast on 'News Tonight.'

Brief for the News Feature

A local IT components factory 'Logitech' has announced that it will be moving its entire operations to China and will therefore be closing the local factory in Maineville. This is because it is cheaper to employ staff to work at the factory in China. As a result, 250 people from the local area will lose their jobs.

Your Task

Your task is to write, produce and present the news bulletin to your class.

Maineville Media Challenge B

Maineville Media Inc is a local TV Company that focuses on local news issues. It produces a range of programmes and news bulletins of interest to people in the local area. These programmes run on a daily basis and are popular with all age groups in Maineville.

Key Facts

Maineville Media was established in 1999. It received funding from the local Council to help it get set up. Maineville Media often provides work placements to local pupils who are interested in media.

The company employs people in the following roles:

- producers;
- camera men/women;
- news editors;
- administrators;
- reception staff; and
- TV presenters.

The Employability Challenge

Maineville Media wants to produce a special news feature about the issues that impact on employment in the local area. The news feature will be broadcast on 'News Tonight.'

Brief for the News Feature

A well-known worldwide hotel chain, 'Inns Deluxe' has announced that it will be opening a brand new four star hotel on the outskirts of Maineville. The hotel will contain 200 bedrooms, conference facilities and a high tech gymnasium and spa facility.

The new hotel will create around 100 jobs for the local area, including jobs as:

- hotel managers;
- receptionists;
- restaurant and bar staff;
- porters;
- cleaners; and
- gym instructors.

Your Task

Your task is to write, produce and present the news bulletin to your class.

Shopping Enterprises Challenge

Shopping Enterprises owns the local shopping centre, Downtown Shopping Centre. Downtown Shopping Centre has six retail units, which are leased out to retail outlets. The shopping centre is located in the middle of our town.

Key Facts

Downtown Shopping Centre was built in 1990 on wasteland in the town centre. One of the aims of the centre is to provide services that will benefit the local community. The businesses at the centre employ over 50 people.

Shopping Enterprises hires a manager and a caretaker to look after Downtown Shopping Centre.

The Employability Challenge

Recently a 185 square metre unit at the shopping centre has become vacant. Previously the unit was occupied by a furniture store, however this closed because the owner wanted to retire. Units at the shopping centre are much sought after because of the location and the popularity with local people and tourists.

Challenge Brief

Imagine that you are a group of business people who want to rent the unit. Your task is to make a presentation to the landlords of the centre (the rest of the class) to justify why your business should be allowed to rent the unit.

In your presentation, you must explain:

- the types of products you want to sell or the service you want to provide;
- the job opportunities your business will provide for the local community; and
- the benefits to the local community.

The other units in the shopping centre are occupied by the following businesses:

- an opticians;
- a mobile phone shop;
- a birthday card shop;
- a supermarket; and
- a shoe shop.

Consider All Factors Template

Which of the retail outlets should be located within the shopping centre unit?

Factor 1

Pros

Cons

Interesting factors

Factor 2

Pros

Cons

Interesting factors

Factor 3

Pros

Cons

Interesting factors

Factor 4

Pros

Cons

Interesting factors

After considering all of the proposals, we recommend that...

Greenland Company Challenge

The Greenland Company was set up in 1995 by a local conservation group. It provides services to help protect and develop the 'green land' in the local area, for example:

- tree and shrub planting;
- renting gardening plots to the local community;
- selling plants; and
- gardening services for the elderly.

Who works there?

The Greenland Company employs the following staff:

- a manager;
- three gardeners;
- a secretary/bookkeeper; and
- three volunteers.

Key Facts

- All profits made by the company are used to benefit the local area and community.
- The company won a UK conservation award in 2002.
- The company depends on help from volunteers.

The Employability Challenge

The Greenland Company has decided to help develop some wasteland at the back of our school. To do this, they need to recruit six volunteers. The volunteers will be expected to help clear the area and plant some trees and shrubs.

The project will last for four weeks and will take place during August. It will run during the week and on Saturdays.

Your challenge is to create a publicity campaign to help recruit volunteers to work on the project. Your campaign should include advertisements. You should also develop three questions you would ask people who apply for the volunteer positions.

Smart Toys Challenge

Smart Toys is a local company that produces educational toys for children aged three to six years. The company aim is to produce toys that develop children's literacy and numeracy skills in a fun way.

Key Facts

The company is constantly under pressure to develop new innovative products to compete in the toy market. They try to strike a balance between making toys that are both fun and educational.

The company employs around 50 people from the local area, including:

- the factory manager;
- the marketing manager;
- the finance manager;
- a team of product designers; and
- production operatives.

The Employability Challenge

Imagine you work for Smart Toys. Your task is to work as part of a team to design a new toy for Smart Toys. The toy must be aimed at children aged between three and six years and help them develop either their literacy or numeracy skills. You must present your idea to the rest of the class and provide information on:

- what the toy will look like (include a drawing of the toy);
- what it will be made from;
- how it works;
- how it will help children to develop their literacy or numeracy skills;
- what it will be called;
- how much it will be sold for; and
- how it could be advertised.

Sam's Snacks Challenge

Sam's Snacks is a new sandwich bar that is opening in the centre of our town.

It will offer:

- a wide range of gourmet sandwiches;
- healthy food options such as soups, salads and smoothies; and
- a range of coffees and teas.

It will have both sit-in and take-away options.

Key Facts

The sandwich bar measures 49 square metres. When it finally opens, it will provide employment opportunities for counter assistants, waiters and waitresses.

The Employability Challenge

Sam's Snacks will open its doors to the public in one month. Sam, the owner, is making his final plans as to how the inside of the shop should look and what equipment he should purchase. Sam has a budget of £20,000 to equip his premises.

Your task is to help Sam decide what furniture and equipment he should buy for his sandwich bar. To complete this task successfully you need to:

- keep to the budget;
- create a floor plan of the sandwich bar to show where the equipment will be needed; and
- present and justify your choices to the rest of the class.

Equipment Price List

Equipment	Price (£)
Counter refrigerator	3,225
Cold drinks refrigerator	2,150
Table	250
Two chairs	300
Oven	3,025
Smoothie maker	615
Kitchen utensils	409
Coffee machine	2,459
Six cups, saucers and plates	150
Cutlery (set of six)	75
Juke box	4,235
Plasma screen TV	1,345
Frappe machine	2,105
Leather sofa	2,125
Painting	500
Panini maker	750

Pupil Reflection Record

Which of the challenges did you enjoy most/least?

What skills did you demonstrate well and how did you demonstrate them?

Are there any employment sectors that you would like to find out more about?

Which of the following career planning activities have you carried out as part of this unit?

Reading

Watching videos

Research

Giving presentations

Learning from others

Signed: _____

Teacher: _____

Parent: _____

Useful Websites

To access the most up to date support materials for Education for Employability, log onto **www.ccea.org.uk/employability**

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