



Business & Enterprise

Enterprise – Mr J Clegg

Being enterprising is not just about making money. Enterprise is a broad and multi-faceted subject area allowing us to encourage our pupils to be creative in a variety of different ways. Activities such as problem solving, designing, making, presenting, pitching, selling and so on can all be credited as being enterprising activities and can help pupils to enhance their entrepreneurial skills. It may surprise you how regularly you practice enterprise related activities in your classroom without realising it!

“Enterprise is creating an innovative and effective solution to a given problem”

To enhance the enterprise skills of our pupils we **regularly provide pupils with a challenge** suited to their ability level and encourage the pupils to **solve the problem effectively** by **being independent, innovative and creative**.

Here are a few simple techniques which may be used in lessons...

Word Search- this may be a conventional starter activity but it immediately poses pupils with a problem with which to solve. There are ways to make the activity more challenging by including a word to identify in the word search which is not on the checklist or by asking pupils to explain how the words in the word search are linked once they have found them all.

Research – Giving pupils a question and instructing them to research the answer can be an excellent way of honing enterprising skills. By choosing the correct media through which to research the answer and by filtering through irrelevant information to find the answer pupils are developing their personal problem solving skills as well as developing their reading and literacy skills in the process.

Create a crossword – Rather than completing a topic related crossword set by a teacher, an enterprising learning activity can be to allow the pupils to create their own puzzles to test each other. The designing of the structure and the clues within the crossword poses pupils with a challenge as does answering the questions of another pupil.

6 Questions – Pupils can be given a key word or topic and be asked to answer the following 6 questions to demonstrate their understanding; **Who? What? When? Where? When? Why? How?** Pupils who are unsure of the answers to certain questions must use their initiative to find the answers e.g. by looking at previous classwork, textbooks or by consulting group members.

Designing – Challenging pupils to create a design is an immediate way of incorporating enterprise into a lesson. Whatever the subject area and whatever the item being designed, in creating a design pupils use their prior subject knowledge and imagination to formulate an innovative solution to the problem posed. Evaluating their own designs and the designs of others can further develop entrepreneurial skills as pupils assess the strengths and weaknesses of other solutions. This activity has clear links to the Creativity specialism.

Making – By challenging pupils to make something they are immediately posed a problem with which to solve. They must use the resources they are supplied with efficiently to create a suitable and effective end product.

Presenting – Challenging pupils to present ideas (individually, as a group, to the teacher or to each other) is another way of enhancing enterprising skills. This task focusses the pupils on communicating their ideas in a clear, coherent and effective manner which is a key skill in any form of business. This task has clear links to oracy and sometimes literacy depending on the context of the presentation.

Pitching/selling – Pitching is an excellent method of encouraging the development of entrepreneurial skills within a lesson. Pitching is similar to presenting in that it can be linked to oracy and literacy depending on the format used but the focus is on persuasive language. Pitching is most effective in developing enterprising skills when used in conjunction with other techniques (such as designing and/or making) as this allows pupils to take ownership of their ideas and to present the benefits of them to their teacher/peers.

Projects – Projects consisting of a combination of the above activities are excellent ways to develop Enterprise skills across the curriculum. Whether the project spans a couple of lessons or a half term, allowing pupils to design, create, present, pitch or sell their own ideas gives them an array of problems to which they must create a solution. The majority of faculties around school already have schemes of work in place, which incorporate a wide variety of enterprising activities.