



Aspiring4Excellence

Professional Excellence Personal Power

Business Smart - Business and Entrepreneurship Programme

(Years 9 to Year 13 – content and delivery style adapted accordingly)

Business Smart is a Two Day Event focusing on entrepreneurship and business planning and is aimed at Business Studies students.

The students work in small teams and agree on a business venture which will require financial investment. Students experience forming their own company and putting into practice, planning and preparing their business idea. A number of seminars are held around key business areas and the students use this knowledge and that already learnt (where appropriate) to develop, manage and market their business. The students:

- Gain a better understanding of business and its pressures
- Increase their knowledge and understanding of key business areas, roles and responsibilities
- Enhance their enterprise and business related skills
- Develop personal confidence and motivation

The event is run Dragons Den style - the students have to pitch their business idea to a panel of Dragons in the afternoon of day two via a formal 8 minute company presentation.

This Programme is used to compliment business studies - it is used to help consolidate the students learning over the year. In some Schools this Programme is used to kick start the business studies course helping to enthuse the students. This Programme can be delivered to GCSE, BTEC and A Level Business Studies students.

The Programme is fun, interactive and demanding. The Programme will stretch the students (sometimes outside their comfort zone) and provide them with valuable business and personal development.