

Enterprise Activity Front Sheet

Course: ICT in Enterprise Yr 10 Level: Dept cert

Project title: Young at Heart

Start Date:

Completion Date:

Learning Objectives (WALT)

Use ICT to support a range of business and enterprise activities:

- **Plan and manage a project**
- **Investigate an enterprise opportunity**
- **Create a corporate image**
- **Promote a product or service**
- **Engage in process of review**
- **Work as part of a team**
- **Work with external bodies/agencies/people**

Scenario:

You are running a business consultancy providing advice to local organisations.

Your initial research shows that the 55+ age group has considerable disposable income as well as leisure time.

You have been asked by a venture capitalist who has been impressed by the success of SAGA to research the market and to suggest a new range of products and services which would appeal to this age group and attract a greater proportion of their spending.

The venture capitalist will invest in a range of new companies selling products to this age group and he/she will expect a return on their investment within five years

Task:

You will pitch your ideas to the venture capitalist (Lyn Bue?) who may send you away over a period of time to further refine or improve your ideas.

You will have to present your ideas after each stage of your project with a written summary.

All ideas must be presented digitally with support materials/items

To complete this task you will need to:

Work collaboratively

Plan your project at every stage

Conduct research to identify an enterprise opportunity

Present your findings

Presenting enterprising proposals

Creating a corporate identity

Formal communications

Promoting an enterprise

Promotional website

Financial planning on a spreadsheet

Assessment criteria (WILF):

ICT skills (to be listed)

Enterprise capability.

Working with others

Communications

Using initiative

Presenting your ideas with confidence and clarity

Working to deadlines

Project management

Thinking creatively

Economic and industrial understanding

Financial planning

Customer focus

Research and analysis

Using feedback to improve and refine plans

Problem-solving