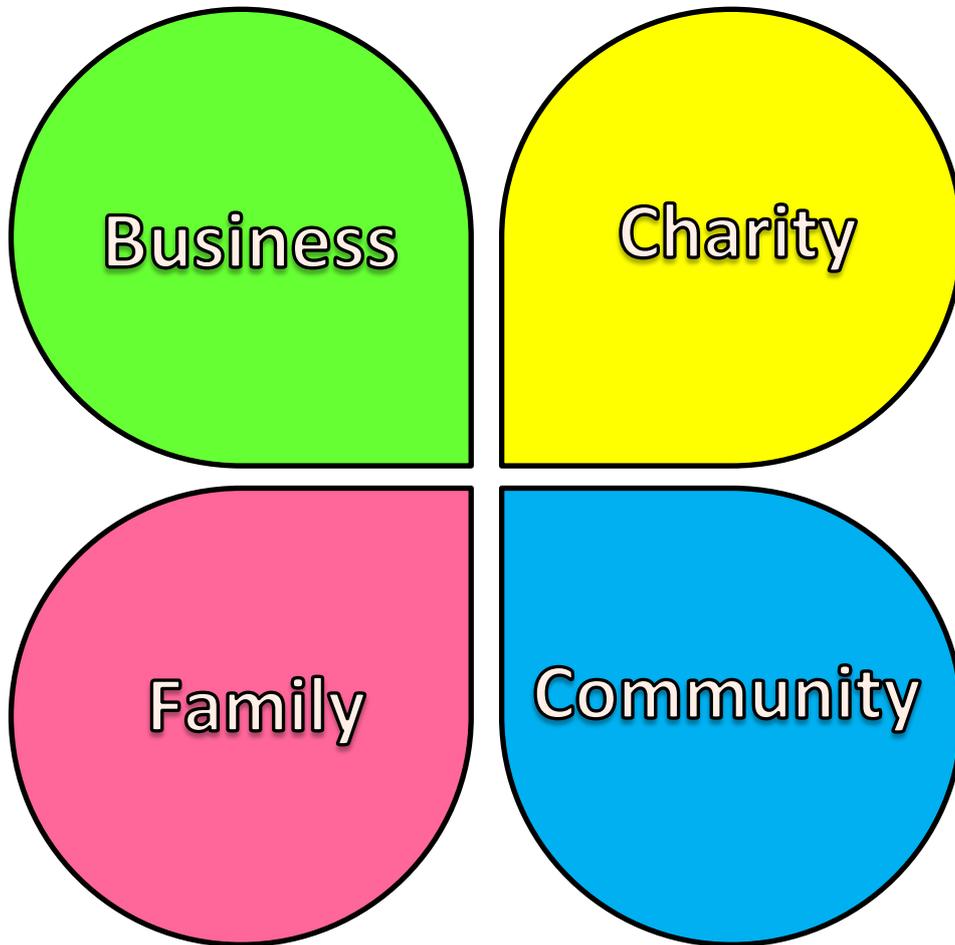


Enterprise at Abbey School



**The Enterprise Curriculum Overview
2021-22**

Overview

The vision is to create an enterprise curriculum that allowed pupils to create their own business that worked not only alongside our enterprise advisors when the calendar allowed but also to develop meaningful partnerships that allow for co-production.

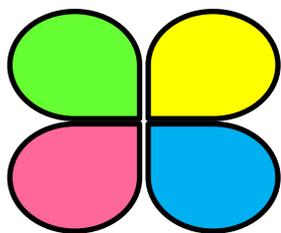
The Stages in their simplest terms

Business: Each class is to create and develop their own unique business that will run through the year. This includes the development of a business plan

Charity: Each business has to choose a charity that they will be willing to donate some of their yearly profit towards, this will allow pupils to know, understand and apply their learning of charities and their role in business.

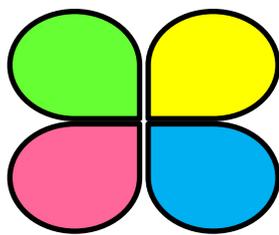
Family: Each class will have to plan for and develop a range of family based activities that engage pupil's families to help them to further create services or products for their business.

Community: Each class will have to decide how they will involve the community in their business. How will they get them to buy their goods or service? How will they use the community to engage within their business? and how will advertising promote the business to their community?



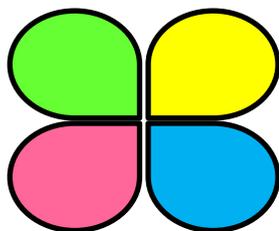
Term 1.1 Business Development

Week	Overview
1	Business Design: In classes decide what your business will be. Who are your target market and how will you promote. Business plan to be developed. Think about the roles that pupils will have within the business and how you would make this age appropriate for your pupils.
2	Pupils are to research and choose a charity they are willing to support for the year and sign up to that charity.
3	Continue with business plan development and decide who will present this to the Dragons Den next week. Remember to use the profile you have been given. Think of an innovate way you want to present the key facts of your business
4	Dragons Den Pitch. (Times to be allocated) Pupils are to pitch their business plans to a range of invited guests who will invest in their business.
5	Pupils are to begin to create products or services they will offer for their business. Pupils may want to use the innovate phase to sell or promote their business or service
6	Pupils are to begin to look at how they will advertise their business using digital media. Will they use twitter? Will they use an online store? How will this be managed?
7	Pupils are to continue to develop their business products or service and continue to develop advertising their business using digital media. Will they use twitter? Will they use an online store? How will this be managed?



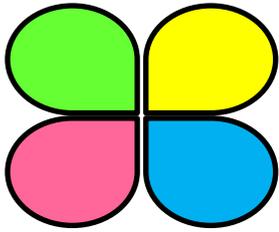
Term 1.2 Family and Community Engagement

Week	Overview
1	Pupils are to review their business plan and products or services. Pupils are to begin to prepare to sell their goods. This could be setting up their online store and learning how to distribute. Do you need money for distribution?
2	Pupils are to check in with how they are doing with profits and loss. How much are they going to decide to give their charity this term?
3	Family Events are to take place in these two weeks highlighted in pink. This is an opportunity to get families engaged and participate in
4	Dragons Den Pitch. (Times to be allocated) Pupils are to pitch their business plans to a range of invited guests who will invest in their business.
5	Pupils are to continue to develop their goods or services for their business and promote these accordingly.
6	Does the online store need managing? Are you distributing goods. Is this now a way of life for your business. If not why not?
7	Community event pupils are to either try and sell their goods or services in the community (Or Advertise their business using digital media. Remember this is about creating a profile for your business. We Have a STEAM street section on the school website and possibility to sell at the Winter Wonderland



Term 2.1 Charity and Business Review

Week	Overview
1	How is the business doing? Do you need to review the products or services you are providing. Is the online store a reality? How are you using technology to promote the business?
2	How is the fund going for your charity. Can you afford to give more or do you need to give less to the charity. It may be worth looking with pupils again at this stage on the charity work that's going on
3	Further business production for the next few weeks. Are you going to create new goods or services for the season? Can these be advertised?
4	Enterprise Fayre. All classes are to promote their business and see their competition. Some other schools will be invited to vote for the best one. Remember this could be another opportunity to sell
5	Could you use the express phase to sell your goods or services? Remember this is not dedicated to enterprise, but could this be another opportunity to sell and promote?
6	Pupils are to continue to develop their goods or services for their business and promote these accordingly.
7	Think about promoting the online STEAM Street Store and how you could promote or sell goods and services



Term 2.2 Family and Community Engagement

Week	Overview
1	Pupils are to review their business profit and loss. What will be the focus for goods and services this half term. How will you get families back in next week to engage within the business?
2	Family Day. This could just be an opportunity to create more products for your business but also get families playing together.
3	Continue to create, plan and promote your business,
4	Continue to create, plan and promote your business,
5	Pupils are to begin to create products or services they will offer for their business. Pupils may want to use the innovate phase to sell or promote their business or service
6	Easter Event

At this stage the Enterprise curriculum will be reviewed and your last term of activities issued before we break up. This will be yours and your classes opportunity to give feedback on what has worked well and what needs to get better.