**Transition Year Enterprise Scheme**

Students will be encouraged to work on the following tasks as well as using independent learning to complete a year-long project. Mini-Company project is **compulsory** for all students and the Enterprise Task is optional.

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| Week | Topic/Activity |
| 1 | Welcome, Breakdown of Mini-Company and Enterprise report, what will be expected of students this year. Focus on previous year, examples etc.… |
| 2 | Idea Generation Task 1- Online Platform- Design and Present |
| 3 | Identifying Ideas as part of the New Product Development Process, with a focus on Kellogg’s Crunchy Nut Bites |
| 4 | Idea Generation 2- The Cereal Box Challenge- Design and Present |
| 5 | Idea Generation and Brainstorm of ideas- class will have had time to select potential ideas. All will be recorded on the board. |
| 6 | Planning and The SWOT Analysis including Supervalu and Starbucks |
| 7 | Choosing an Organisational Structure and time to work on project in class |
| 8 | Unit Pricing and Cash Flow Forecasts including 5% Assessment for homework |
| 9 | Marketing Your Business and The Marketing Mix including planning for assessment |
| 10 | Marketing Your Business and The Marketing Mix including completing assessment |
| 11 | Marketing Your Business and The Marketing Mix assessment feedback and presentations |
| 12 | Marketing assessment feedback and Planning for School Bizarre |
| **13** | **Enterprise Report Progression Update- Time to work and communicate to teacher****(Christmas Break)** |
| 14 | Examine Entrepreneurs: Steve Jobs Questions and Answers |
| 15 | Examine Entrepreneurs: Steve Jobs Questions and Answers |
| 16 | Examine Entrepreneurs: Steve Jobs Questions and Answers |
| 17 | Examine Entrepreneurs: The Founder Questions and Answers |
| 18 | Examine Entrepreneurs: The Founder Questions and Answers |
| 19 | Examine Entrepreneurs: The Founder Questions and Answers |
| 20 | Feedback on reports to date and group work on reports |
| 21 | The Importance of Advertising including assessment |
| 22 | The Importance of Advertising feedback and presentations |
| 23 | The Importance of Social Media in today’s market |
| 24 | Mini-Company Advertisement presentations and premiere |
| 25 | Examine Entrepreneurs: The Social Dilemma Questions and Answers |
| 26 | Examine Entrepreneurs: The Social Dilemma Questions and Answers |
| 27 | Examine Entrepreneurs: The Social Dilemma Questions and Answers |
| **28** | **Winding up of Report and Reflection- Project Due Date** |
| 29 | Examine Entrepreneurs: The Social Network Questions and Answers |
| 30 | Examine Entrepreneurs: The Social Network Questions and Answers |
| 31 | Examine Entrepreneurs: The Social Network Questions and Answers |