

CASE STUDY

banking business

EBP
NATIONAL NETWORK

L O N D O N R E G I O N

Theme: Business studies
EBP: EALING EBP
Partners: Barclays Bank, Acton West London College
Students: IFP students of Acton High School

Aims

- To improve employer links for the new BTEC qualification.

Procedure

The school has been working with the college for the past 3 years, with the students previously studying the applied GCSE in Business. This year after discussions with the college we decided to move to the more vocational and appropriate BTEC qualification.

Programme

The project will involve key personnel from Barclays Bank coming in to speak to the students about a number of issues regarding the banking and financial sector and linking it to the specific units studied on the BTEC course. There will also be the opportunity for the students to visit the Bank's training centre for some more 'hands-on' experience of the sector.

Outcomes

The project is only in its initial stages at the moment.

- It is envisaged that the students will be able to gain the knowledge of how major companies work, of financial management, business economics and rudimentary accounting
- There is also the possibility that the project will lead to some specific work experience (during the school's work experience week) with the Bank for some students on the course
- We also anticipate, in addition, that it will lead to some whole school financial management training.

Progression

It is anticipated that Perry Stevenson of Barclays will be able to speak to the students of his experiences of reaching his position within the Bank via a vocational route and thereby providing vital information on the vocational options available at KS5 and beyond.

CASE STUDY

business studies

EBP
NATIONAL NETWORK

L O N D O N R E G I O N

Theme: Business studies
EBP: EALING EBP
Partners: McDonalds, Young Enterprise
Students: Year 10 students of Featherstone High School, a sports community college

Aims

- to support the spiritual, moral, cultural and social development of pupils.

Procedure

For one week the whole school timetable is replaced with a specially planned curriculum week. A variety of activities take place including museum visits, exam preparation, Citizenship activities, preparation for work experience, project business workshops and enterprise workshops.

Programme

The McDonalds Enterprise Challenge involved students in product development and marketing. Students prepared and performed presentations to the whole year group.

The Project Business Seminar looked at the role of the consumer, personal finance, the market economy, production and advertising. Students were involved in making a product in groups.

Outcomes

- KS4 pupils have a better knowledge and understanding of enterprise
- Many of the statutory requirements for WRL that came into force in September 2004 were met
- The school was able to deliver 2 whole day enterprise based activities, successfully, to the entire Year 10 cohort.
- Pupils' perception of Business Studies (and the whole school role of the Business studies department) was greatly enhanced.

Some Project Business Evaluations:

"Very appropriate and interesting for this group."

"This will stimulate discussions on "Why" you need to plan your weekly, monthly budgets."

"Good variety of activities."

The McDonald's Challenge was extremely well received by staff and pupils.

Progression

These were very successful and will be repeated next year.

CASE STUDY

business studies

EBP
NATIONAL NETWORK

L O N D O N R E G I O N

Theme: Business Studies

EBP: REDBRIDGE & HAVERING BEPs

Partners: Chicafrica, Marche Accountants

Students: Students of Canon Palmer School, Mayfield School, Loxford School, Chafford School, Campion School.

Aims

- Business studies skills learned in the classroom to be given a practical 'real life' situation
- To apply this learning to the curriculum
- To reinforce and further develop student understanding of the subject

Programme

Students developed a product or service idea, produced a business plan and engaged in activities to deliver their ideas. The business plan was presented to business people in a competitive situation.

Outcomes

- Some students raised capital from their projects;
- Students used the exercise as coursework;
- Some students used the project to gain NFTE accreditation;
- Business judges agreed that it was an excellent opportunity in which business studies skills learned in the classroom were given a practical 'real life' situation to apply this learning to and that reinforced and further developed the understanding of the subject.

Student quote:

"It was good to be in competition with other schools and see what ideas they had".

Teacher quote:

"It was very useful for the students to have to demonstrate the thinking behind their business plans when questioned by the judges"

CASE STUDY

scitech enterprise

EBP
NATIONAL NETWORK

LONDON REGION

Theme: Business Studies
EBP: ISLINGTON EBP
Partners: Simfonec, Cass Business School
Students: 45 students of Highbury Grove Technology School, Central Foundation Technology Status and Elizabeth Garrett Anderson School

Aims

- To link science technology and enterprise
- For students to gain practical experience

Procedure

Islington EBP set up the education business links

Programme

A six week course held after school, 4.30 - 7.00 pm

Course outline:

- Technology and innovation
- Stocks and shares
- Venture capital
- Patent, copyright, trademark
- Make a presentation to a venture capitalist for backing for your project

Each student group was supported by an undergraduate mentor

Outcomes

- This was a very successful project
- Students gained a real insight into the way scientific and technological innovations are used in enterprise and make money
- This gave Islington students access to a prestigious Business School in the City and several of them have said that they want to go to university there

Progression

These were highly motivated students who are now more able to take decisions on their own academic progression

CASE STUDY

face to face

EBP
NATIONAL NETWORK

L O N D O N R E G I O N

Theme: Business Studies
EBP: WALTHAM FOREST EBP
Partners: National Westminster Bank
Students: for 1 Year students of George Mitchell Community School

Aims

- To set up and run a school bank with the support of Nat West
- To train students as customer service advisers
- To assist all students to understand money management and personal banking
- Aiming to increase knowledge and understanding about budgeting and so increase financial capability.

Procedure

The local branch was involved in developing the school bank, training the bank tellers and processing the applications for account opening.

NatWest delivering Face to Face with finance programme alongside the bank opening.

Programme

The whole school community was involved as potential account holders.

Business Studies students were involved with marketing and as customer service advisers.

Outcomes

- Local school bank was designed and built
- Students were trained by Nat West
- 148 account applications are currently being processed

Progression

Bank to be officially opened.