

# CASE STUDY

## using ict

EBP  
NATIONAL NETWORK

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

**Theme:** ICT  
**EBP:** CROYDON EBP  
**Partners:** Drusillas Zoo Park  
**Students:** Year 10 students of Coloma Girls' School, voluntary aided Music Specialist College

### Aims

- To support Applied ICT GCSE Double Award.

### Procedure

Set up by school Head of ICT and the EBP.

### Programme

Students made a workplace visit to collect and analyse relevant business information as preparation for their coursework project and general comprehension of the business world. The focus was on how the company used ICT.

Plans, layout and construction of the site was looked at via CAD software and marketing methods explained and demonstrated via an Access database.

### Outcomes

- Following a detailed presentation of the workings of the business, the students were able to interact with key members of staff in the course of a guided tour to identify and appreciate the importance of different qualifications and skills required for the various roles and responsibilities at the zoo.
- The contribution from the company was useful in providing an excellent insight into a working environment and particularly one where the use of the school subject could be so clearly demonstrated in the workplace.
- The students learnt new business-related vocabulary in the course of the day and showed in their follow up exercises in school that they had appreciated how examples of learning in the curriculum could be applied to a specific work context.
- Particularly valuable was the contact with the company personnel as the students gained more ideas of career paths for such roles and the need for effective use of key skills in the working environment.