

## Enterprise and Entrepreneurs

## Core transferrable skills

Enterprising is showing initiative to come up with new creative ideas for new projects.  
People who are enterprising usually use these skills to raise money or start a new business.  
People who are enterprising work hard and show initiative.  
An example of someone who is enterprising is an entrepreneur.

Core transferrable skills are skills you learn in everyday life that you can apply to a different range of settings, such as school or work.  
Communication, Teamwork, Leadership, problem solving, confidence.

**Communication** – Active Listening  
Showing we are listening using positive body language and checking for understanding.

Entrepreneurs are people who start a new business with a new creative idea, they start a new business that has not been thought of before.

### Year 7 - Enterprise Knowledge Organiser

#### **Teamwork**

Communication, working together, solving problems, respect, collaboration, creative ideas.

#### **Examples of famous**

Entrepreneurs  
Jeff Bezos  
Bill Gates  
Walt Disney



**Leadership** – taking on a challenge, working with other people to make a change, getting the best out of your team. Supporting others.

#### **Problem solving:**

Identify  
Break it down  
Observe  
Step back  
Apply  
Evaluate

Skills and Characteristics include – Hardworking, Teamwork, aspirational, energetic, ambitious, risk takers, leadership, time management.

### Year 7 - Enterprise

#### Topic 1: Entrepreneur Golden questions:

1. Describe what it means to be enterprising?
2. List 3 examples of entrepreneurs stating what they have achieved to be successful.
3. Identify 3 skills that you believe an entrepreneur should have and sway why you think they are important
4. What does it mean to be a risk taker, describe how this might apply to an entrepreneur?
5. What did Vincent Mckevitt do in his business to take a risk?
6. What skills did Vincent use to overcome the obstacles he faced to become successful?

#### Topic 2: Core Skills Golden questions:

1. Give 3 examples of core transferrable skills
2. Describe a transferrable skill that you have and the different situations you use it
3. Give 3 examples of 3 different types of teams.
4. List at least 5 skills or benefits you gain from working within a team
5. Describe 4 methods of communication.
6. Describe what does it mean when you are actively listening.
7. Describe how you might communicate to your friends on a social level.
8. Describe how the different ways in which you might communicate to your teacher. Now explain how they are different. Giving examples of body language, voice tone ect.
9. Give an example of a leader and say what key skills you think a leader requires.
10. What are the six steps of problem solving that you can apply to make problem solving more manageable.

## Enterprise and Entrepreneurs

Entrepreneurs balance Risk and Reward

### Ways to reduce the risk of a business failing:

- Market research
- Good location
- Good customer service
- Good promotion

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Skills and Characteristics include – Hardworking, Teamwork, aspirational, energetic, ambitious, risk takers, leadership, time management.

## Year 8 - Social Enterprise Knowledge Organiser

**Social Enterprise - a business not all about profit, they also help a social or environmental cause**



Social Enterprises – donate products or profit to a social or environmental cause. They may employ vulnerable people and upskill them to provide them with opportunity. They may do outreach work in the community to spread a message.

## Social Issues

Society refers to people, in your community or the wider world.

Issues that affect society are Mental health, abuse, addiction, homelessness,

**Environmental issue** – these affect the environment. Plastic pollution, deforestation, global warming.



### Crowdfunding

A way of raising funds where people donate money to your crowdfunding page. You in turn give them an incentive to donate, such as a free coffee, voucher.

Crowdfunding page contains a title, a video, your business aims, how much you want to raise and donation amounts.

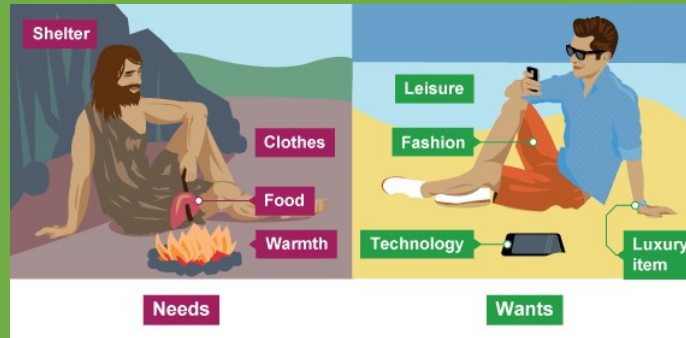
**Year 8 - Social Enterprise**

- 1. Describe an entrepreneur and 5 key skills**
- 2. Explain what is a social issue with an example.**
- 3. Identify at least 3 social issues that affect society.**
- 4. Explain what is an environmental issue**
- 5. List at least 2 different environmental issues and state how they affect the environment.**
- 6. What is Social Enterprise providing 3 examples.**
- 7. Identify how a social enterprise might help their cause.**
- 8. Give 3 ways in which you might fund a new business**
- 9. Explain how crowdfunding raise their money**
- 10. Give a benefit of crowdfunding over traditional methods.**
- 11. Provide some ideas for a small business opportunity**

## Enterprise and Entrepreneurs

Entrepreneurs create small businesses to make a profit, this can be achieved with an aim to fulfil customers' **needs** and **wants**.

- **Needs** are required by individuals (usually to survive)
- **Wants** are items that an individual would like to Have (but do not need)



## Revenue, costs and profit

- **Revenue** is any money that a business makes from selling its goods and services.
- **Costs** are anything that a business pays for.
- **Profit** is found by deducting total **costs** from **revenue**.

Businesses need **revenue** to ensure that they can maintain their day-to-day operations and pay any business **costs** they have.

### Types of Research

**Primary research** is any research that you conduct yourself.

**Examples;** Questionnaires and Surveys

**Secondary research** is any research that you conduct yourself.

**Examples;** Internet, literature papers and books

The marketing mix is a marketing tool that is made up of the four P's:

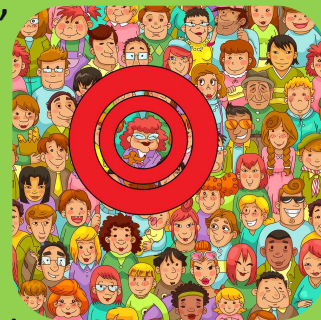
Product, Price, Place and Promotion.

## Year 9 – Creating a small business Knowledge Organiser

### What Is a Target Market?

A **target market** is a group of people that have been identified as the most likely potential customers for a product because of their shared characteristics such as age, income, and lifestyle.

Identifying the target market is a key part of the decision-making process when a company designs, packages, and advertises its product.



### Why set up a business?

There are many reasons why an individual would choose to set up their own business:

- To make a profit
- To be their own boss
- To provide a service
- To fill a gap in the market
- To develop a hobby
- Because they have the required skills
- Because they were made redundant or don't like their current job



Year 9 - Creating a small business

1. Describe a small business?
2. Why should a new business conduct market research?
3. Explain advantages of primary and secondary research?
4. How is profit made?
5. Explain the difference between revenue and costs?
6. Explain the difference between Fixed and Variable costs?
7. Describe the term 'marketing mix'?
8. State the four Ps of the 'marketing mix'?
9. Define the term 'cash flow'.
10. Give one example of an INFLOW and one example of an OUTFLOW