

An Enterprising Approach	
Subject	Business Studies – Margaret Rhynas – Fortrose Academy
Lesson	Product X Team Challenge – S3 Business Management

Brief description

The aim of the project is to encourage pupils to apply theoretical aspects of business management to a practical exercise.

“Enterprising” it!

1. How we made learning **relevant** by putting into a **real context**

The context is very real as pupils have to take a product from manufacture to the selling point. They have to look at market research, food labeling, logo, packaging, advertising and product costing.

Pupils also have to work in teams, divide up tasks and abide by deadlines. They are given freedom in their approach to this topic enabling them to take their advertising campaign in any direction they feel is appropriate to their market.

The teams have to firstly analyse the product – taste, texture, smell and appearance. They have to look at the contents for calories per item, fat content etc. Teams must develop their company profile including the name and approach to the task. The section on market research is the most difficult for pupils to tackle, in that they have to construct a meaningful questionnaire for consumers testing the product.

Pupils have to present a Powerpoint display on their product as well as a poster campaign and a TV advert.

2 How we encouraged pupils to take **responsibility**

Pupils are totally responsible for the successful development of the product and the campaign. Within their groups they have to make sure that all the tasks are completed on time and at the appropriate standard.

Points are allocated throughout the challenge for each aspect of the development. The Higher class or another member of staff judges the sections.

3 How we involved partners in learning – building **relationships**

External = Business / Community / Parents & Families

Not at present although families may be involved in the market research section.

Internal = Other adults in school

Staff and senior pupils are involved in judging the quality of the individual sections of the project.

They are also involved in the market research section of the campaign as guinea pigs.

4 How we **reflected** on its success - assessment

Pupils watch each team's presentation and have input with regard to the quality and clarity of each team's campaign.

Pupils also reflect on their own campaign and analyze what they could have done differently in order to achieve a 'better' result. Pupils also have to examine how they worked together as a team looking at successful outcomes as well as how they dealt with internal team problems.

5 **Review** - further ideas for development

Possibly looking at involving outside businesses to discuss packaging, advertising and costing.

6. **Links** with ACfE

Successful Learners

Pupils are highly motivated to complete the campaign and deliver both an original presentation and marketing strategy. They have to think creatively, independently and use technology to deliver their project.

Effective Contributors

Pupils had to become leaders as and when required in each section of the project. Pupils also had to solve problems and deal with any personnel issues which arose during the course of the Challenge.

Confident Individuals

Pupils achieved success within the team for the completion of the Challenge. They developed an awareness of their skills and learnt new skills as the challenge progressed.

Responsible Citizens

Pupils had to discuss their advertising strategy and produce advertising which was ethical. Pupils also had to have respect for others in their group in order to achieve their goal.

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