



Sample

Enterprise

Short Course



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INSTITUTE OF ENTERPRISE AND ENTREPRENEURS

Student name:

Centre name:

ASDAN tutor:

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INSTITUTE OF ENTERPRISE AND ENTREPRENEURS

“ The Enterprise Short Course will help you to think about what it takes to be a successful entrepreneur. It is really important when thinking about setting up a business that you appreciate what’s involved and the skills you will need to have. Having a good idea is one thing but you must also plan how you will bring your idea to life and then turn it into a profitable business.

This Short Course will take you through the steps involved in turning your idea into a real business. Working with your team you will learn all of the skills needed to create a business plan and put your plan into action.

We are delighted to be working with ASDAN to recognise this Short Course as an important step on the road to becoming a successful, enterprising individual. Have fun! ”

Ruth Lowbridge, Executive Chair, SFEDI Group

The IOEETM is powered by the group which includes SFEDI, the UK expert and accreditation body for enterprise skills and support.

DISCLAIMER:

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Enterprise Short Course

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Achieving your Short Course

How long will the Short Course take?	Hours	Credits
You have the option of accrediting up to 60 hours of Enterprise activities. For every 10 hours, you are awarded one credit, for example:	10	1
	30	3
	60	6

These credits can contribute towards other programmes and qualifications.
The **Enterprise Short Course** can lead to:

ASDAN Personal Development Programmes
(Bronze, Silver, Gold or Universities)

ASDAN Qualifications (Levels 1 and 2)
AoPE (Award of Personal Effectiveness) Levels 1 and 2
CoPE (Certificate of Personal Effectiveness) Levels 1 and 2

and could eventually lead on to:

ASDAN Qualifications (Level 3)
CoPE (Certificate of Personal Effectiveness) Level 3

What must I do?

Read through these introductory pages carefully.

Look at the modules and challenges and decide which challenges you wish to complete – your tutor will be able to help you decide.

Create an evidence portfolio to safely store all the material you'll need to have in place before your tutor can claim your Short Course certificate.

Plan, organise and carry out your chosen challenges, collecting evidence as you go and storing it safely in your evidence portfolio.

Before asking your tutor to check your work and claim your certificate make sure your portfolio contains the following:

1. A student book
2. A completed Record of Progress (page 5)
3. Evidence for each challenge completed
4. The correct number of Short Course Skills Sheets (see pages 41-48)
5. A completed Summary of Achievement (yellow centre pages)
6. A completed Personal Statement (yellow centre pages)

What will I need?

- Your own copy of this Short Course book
- A portfolio (file or folder), into which you will put your evidence

Information for tutors

To download A Quick Guide to Short Courses, go to: members.asdan.org.uk/my-courses/short-courses

This contains step-by-step guidance for delivering any Short Course, from registering with ASDAN to certification.



Recording Your Skills

Recording your skills

Next to each challenge is a set of tick boxes where you can record the skills you have been developing during the activity.

These help you link your achievements to the national standards for these skills.

Enterprise activities provide an excellent opportunity to develop the skills of:

- Learning
- Teamwork
- Coping with Problems
- Use of IT
- Use of English
- Use of Maths

The importance of Key/Core Skills

These are an everyday part of adult and working life. You need to be able to make yourself understood when speaking and writing, planning your own learning, working with others, carrying out basic calculations and using information technology.

Every job needs some or all of these skills and they are just as useful in Further and Higher Education.

Learning

This skill is about how you manage your personal learning and development. It is about planning and working towards targets to improve your performance and reviewing your progress.

Teamwork

This skill is about how you work with others when planning and carrying out activities to get things done and achieving shared objectives. This will involve working with a group of people.

Coping with Problems

This skill is about recognising problems and doing something about them. It is about using different methods to find a solution and checking to see if they work.



Use of IT

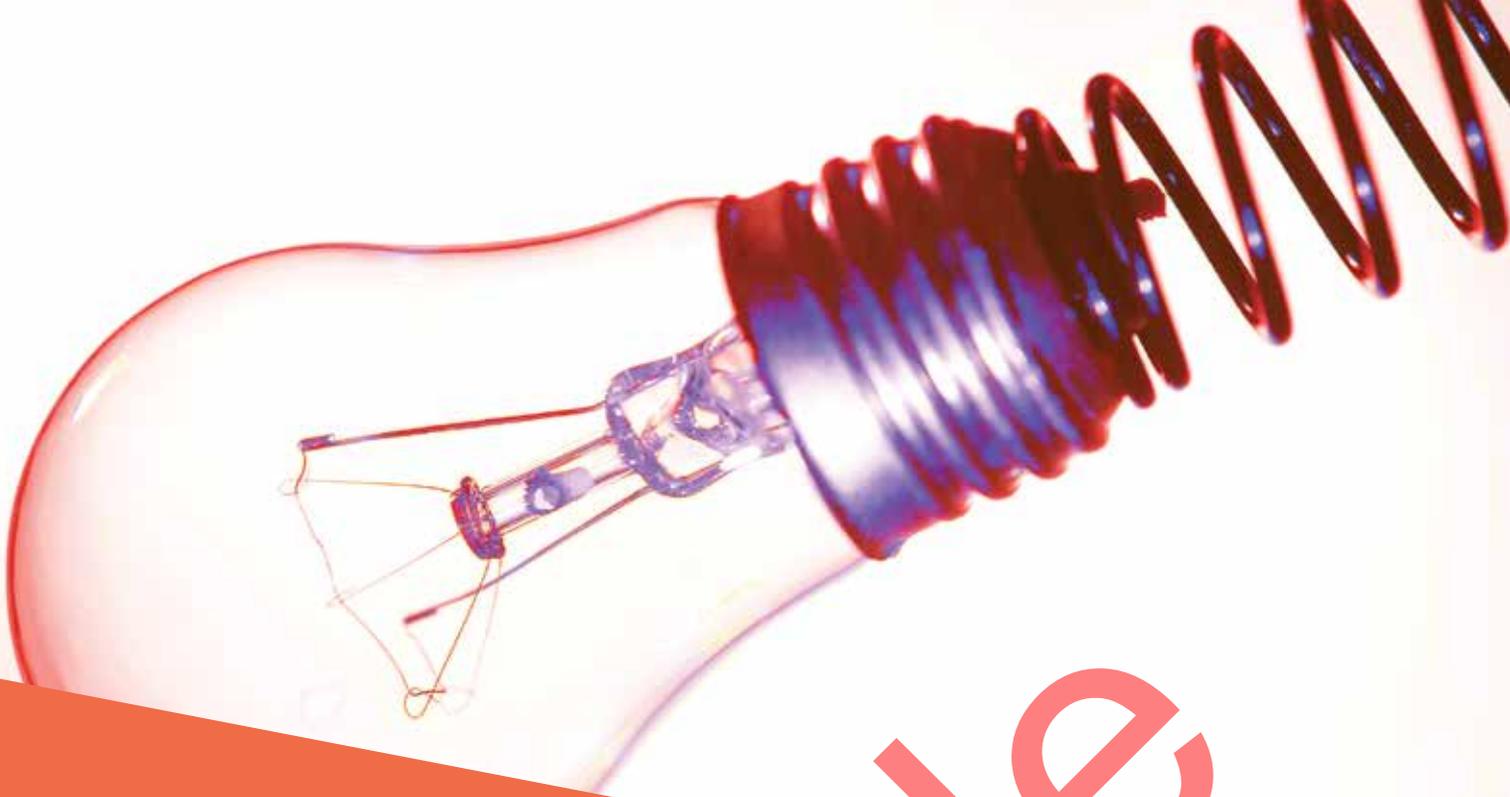
This skill is about being able to make the best use of computers and other items such as printers, scanners and digital cameras. Being familiar with how to use this equipment is vitally important, not only in the workplace but also in the home.

Use of English

This skill is not only about how you talk to people but also about the ways you find out information and let other people know about your views and opinions. It also includes all aspects of writing and reading.

Use of Maths

This skill is about your ability to use numbers. If, for example, you've measured or calculated something you will have used numeracy skills. Being able to use numbers is a skill highly valued by employers; many of the challenges in this Short Course will give you opportunity to practise your numeracy skills.



Module 1

Your Entrepreneurial Skills

This module will help you to have a better understanding of your entrepreneurial skills and abilities.



Module 1

Your Entrepreneurial Skills

Section A: Complete at least THREE challenges over ten hours (1 credit)

- 1** Explore examples of enterprises and then take part in a discussion about enterprise.
- What are the differences between:
- social enterprise
 - community enterprise
 - enterprise for profit?
- Find an example of each to talk about. Keep notes of your discussion.

- Skills I used:**
- Learning
 - Teamwork
 - Coping with Problems
 - Use of IT
 - Use of English
 - Use of Maths

- 2** What makes a good entrepreneur?
- Make a list of entrepreneurial skills and qualities. Identify your own entrepreneurial skills and qualities.
- Consider:
- personal skills
 - interpersonal skills
 - practical skills
 - creative thinking skills
 - problem solving skills
 - team skills
- Ask other people for their opinions on your skills and qualities.

- Skills I used:**
- Learning
 - Teamwork
 - Coping with Problems
 - Use of IT
 - Use of English
 - Use of Maths

- 3** Work as a small group to research one or two national and/or international businesses. How do these businesses involve the skills and qualities of entrepreneurs?
- Prepare a list of benefits for each business.

- Skills I used:**
- Learning
 - Teamwork
 - Coping with Problems
 - Use of IT
 - Use of English
 - Use of Maths



Sample

Module 3

Enterprise Planning

This module will help you to have a better understanding of planning and preparing to market your enterprise ideas.

Module 3

Enterprise Planning

4 Carry out some market research into a product or service of your choice.

Your market research should:

- take place over an agreed time period
- include some information on the customer profile
- include the features of the product or service
- include information on a guide price

Present your findings.

- Skills I used:**
- Learning
 - Teamwork
 - Coping with Problems
 - Use of IT
 - Use of English
 - Use of Maths

5 View and evaluate various types of advertising over an agreed period of time to find out how they are used to promote products and services.

Your findings might include information about:

- types of advertising
- target market(s)
- time of day
- use of images
- strap line/slogan/memorable phrase
- cost
- availability

Display your findings.

- Skills I used:**
- Learning
 - Teamwork
 - Coping with Problems
 - Use of IT
 - Use of English
 - Use of Maths

6 Other agreed challenge:

- Skills I used:**
- Learning
 - Teamwork
 - Coping with Problems
 - Use of IT
 - Use of English
 - Use of Maths



Module 6

Your Enterprise Evaluation

This module will help you to evaluate **Your Enterprise in Action** activities and should only be completed once you have completed Module 5.



Module 6

Your Enterprise Evaluation

Section B: Complete ONE or TWO challenges over ten hours (1 credit)

1 With a partner, review your recent Enterprise in Action activities.
 Consider the success of your activities through defining your own success criteria.
 Present a joint summary to a larger group.

- Skills I used:**
- Learning
 - Teamwork
 - Coping with Problems
 - Use of IT
 - Use of English
 - Use of Maths

2 Consider the benefits and drawbacks of the methods used to organise and manage your Enterprise in Action activities.
 Create a guide entitled 'How to organise and manage an Enterprise in Action initiative'.

- Skills I used:**
- Learning
 - Teamwork
 - Coping with Problems
 - Use of IT
 - Use of English
 - Use of Maths

3 Evaluate and review your role as a team member in your recent Enterprise in Action initiative.
 Consider how you:

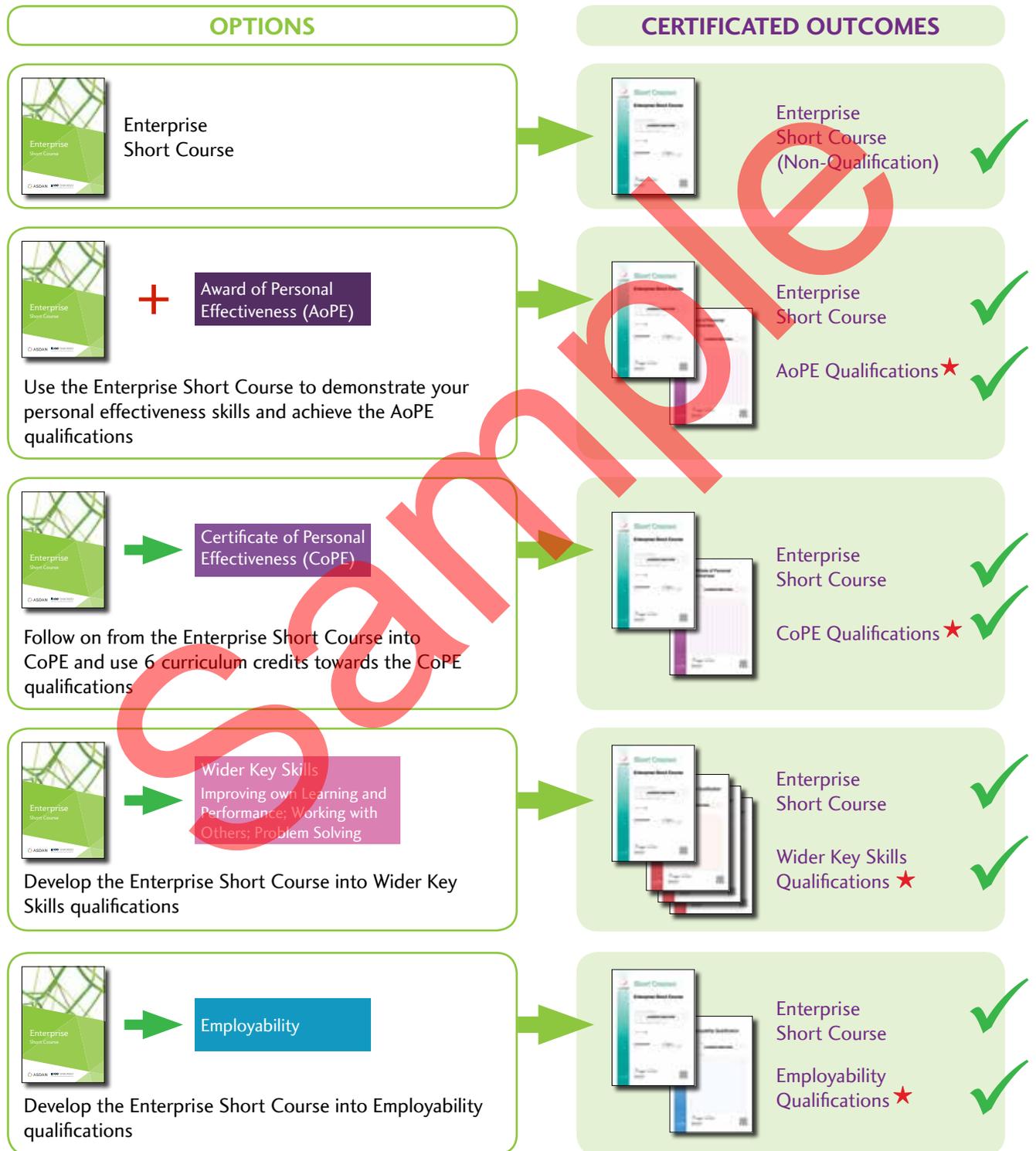
- carried out your responsibilities
- promoted your Enterprise
- put forward your ideas
- built on your successes
- could adapt your behaviour

Include feedback from team members on your contribution to the initiative.
 Prepare a set of personal targets for future Enterprise in Action activities.

- Skills I used:**
- Learning
 - Teamwork
 - Coping with Problems
 - Use of IT
 - Use of English
 - Use of Maths

Adding Value

Your Enterprise Short Course is recognised with an ASDAN certificate, and has a credit rating to reflect the time you have spent on Enterprise activities. This course can also be linked to other programmes and qualifications, which add value and give you further options for continuing to develop your skills and experience.



★ If you are aiming to achieve any of these qualification outcomes you should seek advice from ASDAN before starting your Enterprise Short Course.

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