

KEY STAGE 3 BUSINESS & ENTERPRISE



**Empowering the next
generation to enterprise**



SAMPLE DOCUMENT FOR EDUCATORS

Marketing & Digital Skills

***NB Includes snapshots of Student Booklet,
Teacher PowerPoint and Teacher Booklet**

**Full Student booklet 26 Pages, PowerPoint 58 Slides (animated), Teacher
Booklet 10 Pages (includes guidance for activity slides/key answers)**

KEY STAGE 3

BUSINESS & ENTERPRISE



STUDENT WORKBOOK

Marketing & Digital Skills

Student Name: _____

Teacher: _____

SITE LICENCE

COURSE LEARNING OBJECTIVES

Overall Course Aims:

- Learn and be able to discuss and apply knowledge about business and its importance for the economy, entrepreneurs and business planning
- Develop an interest and enjoyment of business subjects
- Understand and appreciate some of the digital technologies used in business
- Gain new practical skills that can be applied to a real-life scenario for a business and be useful for future employment
- An opportunity for young people to be creative and develop entrepreneurial skills through a practical project which involves craft, content writing, graphics design and video editing
- Provide a solid foundation for students who move on to study GCSE Business related subjects

Content Knowledge:

- Business Makes the World Go Round: An introduction to Business, Employment, Income and Tax, Public Funded Services
- Types of Businesses: Public/Private Sector, Sole Traders, Partnerships, Private & Public Limited Companies, Franchises
- Enterprise and Entrepreneurship
- Business Planning
- The Marketing Plan
- Social Media Marketing

Skills:

- Business & Marketing Planning (including Social Media)
- Sketch Design and Crafting
- Graphic Design using CANVA
- Video Editing using simple video editing software of choice – suggestions provided

Lesson 1: Business Makes the World Go Round



ACTIVITY 1 A: Complete the following paragraph by filling in the blanks:

Businesses make a significant contribution to the _____. Businesses supply goods and services and we as the _____ buy them.

Examples of public funded services include _____, National Health Service, Benefits & Welfare, Military and Transport. _____ services are funded through tax.

As an employee we pay tax once we bypass our tax _____ set by the government and National Insurance which is our personal contribution to our future state _____.

When we buy luxury items there may be hidden _____ costs within the price we pay for the goods. When we buy a car, we have to tax it to be considered _____ on the road. When we own a house, we have to pay council tax (also referred to as _____)


Businesses also pay taxes. The self-employed must pay a tax set by the government on their _____. Companies pay corporation tax and in addition may also pay _____.

In summary income usually comes from either _____ or is publicly funded. Out of our income we pay _____ in its various forms which in turn funds public services we might avail of. When we _____ money we help to support businesses to grow their profits and be able to offer _____ opportunities.

Lesson 3: Enterprise and Entrepreneurship

Lesson 3

Task 1 (Slide 2) Use the images and descriptions to guess who the famous entrepreneurs are. Complete your answers below and self-assess when the answers are revealed.

		
		<p>Can you think of one more from the top of your head?</p>

Task 2A Use your own ideas to brainstorm key reasons why people decide to start their own business. Draw arrows around the text box with your answers.

Reasons why people decide to start their own business

To be their own boss

Lesson 7: Social Media Marketing Plan

Lesson 7: Social Media Marketing Plan

Going back to your new product created from empty toilet/kitchen roll ... Time to Plan for launch!

Activity: Create your social media marketing calendar plan for Week 1 to launch your business and product. Essentially you are putting in content ideas that will help you in the next part of the course where you will be designing your social media marketing posts in CANVA and Loom.


Task 1A: Summarise key decisions for your social media marketing plan below:

Your first choice of Social Media Platform you will focus on building initially and explanation on reasons for your choice	
Type of Post for each day of the week	
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Weekend	

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KEY STAGE 3 BUSINESS & ENTERPRISE



TEACHER SUPPORT BOOKLET AND ANSWERS TO KEY TASKS

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ACTIVITY 1 A: Complete the following paragraph by filling in the blanks:

Businesses make a significant contribution to the **economy**. Businesses supply goods and services and we as the **consumers** buy them.

Examples of public funded services include **Education**, National Health Service, Benefits & Welfare, Military and Transport. **Public** services are funded through tax.

As an employee we pay tax once we bypass our tax **allowance** set by the government and National Insurance which is our personal contribution to our future state **pension**.

When we buy luxury items there may be hidden **VAT** costs within the price we pay for the goods. When we buy a car, we have to tax it to be considered **legal** on the road. When we own a house, we have to pay council tax (also referred to as **rates**)

Businesses also pay taxes. The self-employed must pay a tax set by the government on their **profits**. Companies pay corporation tax and in addition may also pay **VAT**.

In summary income usually comes from either **employment** or is publicly funded. Out of our income we pay **tax** in its various forms which in turn funds public services we might avail of. When we **spend** money, we help to support businesses to grow their profits and be able to offer **employment** opportunities.

LESSON 2

Activity 1

SOLE TRADER ANSWERS

Sole Trader	
Advantages	Disadvantages
Usually more easy to set up, start up costs are low	Can struggle to raise finance and fund expansion
Own boss, can dictate hours of work, flexibility, control	Unlimited liability – sole trader has liability for all debt
Follow their passion	Sole trader must wear many hats and have to do all the paper work as well as their core business activities
Full control of the business, faster decision making	Sole traders often work long hours
Get to keep all the profit	Difficult to take holidays and no pay when sick
Can offer a more personal service	Sole traders have to pay 20% tax and NI contributions
Finances are private	If sole traders employ others, employee laws must be adhered to
Less red tape and regulations	VAT must be paid once sales are over £85,000
Business can easily be closed	

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LESSON 3

Task 1 Famous Entrepreneurs


TEACHER WILL DESCRIBE THE ENTREPRENEURS WITHOUT GIVING AWAY THEIR NAME

SLIDE 1


In this slide we take a look at a few well-known entrepreneurs. Your first task is to guess who they are from the images and descriptions as the clues.

- A picture of one of the Microsoft Buildings
This person founded Microsoft with his friend in 1975. He was obsessed with computers and how they worked from a young age. His journey was not always plain sailing but he stuck to his plan and passion. He was the youngest billionaire by the time he was 31.
- A picture of the well-known social media platform
This guy is now age 36 and the CEO of Facebook. He developed an interest in computer programming from an early age and later attend the famous college 'Harvard' in US. In 2004 he partnered with friends to create a social networking site that allowed Harvard students to connect with one another. It was officially launched as Facebook in 2004 and by the end of the Year by the end of the year had one million users. Facebook today now has over 1.5 billion users.
- A picture of someone holding a remote control
This lady is best known from the Dragon's Den and is a serial entrepreneur with wide business interests. She started her first business a glass and ceramics import company age 19 supplying up-market stores. She also had several other business ventures over the years including a franchise for Italian clothing and a number of businesses in the leisure and tourism sector.
- This lady is most famous for authoring the Harry Potter book series which was later turned into movies.
- This gentleman is an engineer and inventor whose passion led him to create a modern-day vacuum cleaner. This inventor spent over 15 years creating over 5000 failed prototypes before he hit the jackpot.


Let's see how you done! ANSWER REVEAL ONE BY ONE




**A LOOK AT
ENTREPRENEURS
PART 1: THE BEGINNING**




**MARK
ZUCKERBERG**




JK ROWLING



BILL GATES



**DENDRAH
MEADOR**



JAMES DYSON

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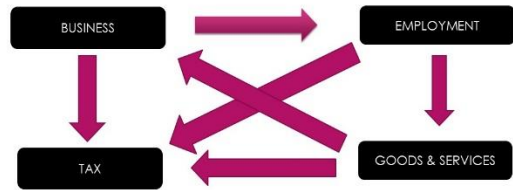
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Business Makes the World Go Round





Business Makes the world go round



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TAX



Personal Tax

- Employment
- Luxury Items Purchases
- Car tax
- Rates on homes

Business Taxes

- Self Employ
- Company Tax & VAT

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Education

Benefits & Welfare

Council Services

NHS

Military

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Business Makes the world go round

- **INCOME** – comes from employment or is publicly funded
- Business and individuals pay **TAX** in its various forms – which in turn funds public services
- **SPENDING** – we help support businesses to grow their profits and be able to offer employment opportunities to others

Lesson 1 Booklet
Activity 1A : Fill in the blank' task. Activity 1B:
Using the presentation to help you, draw a diagram or picture to illustrate the saying 'Business makes the world go round'

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