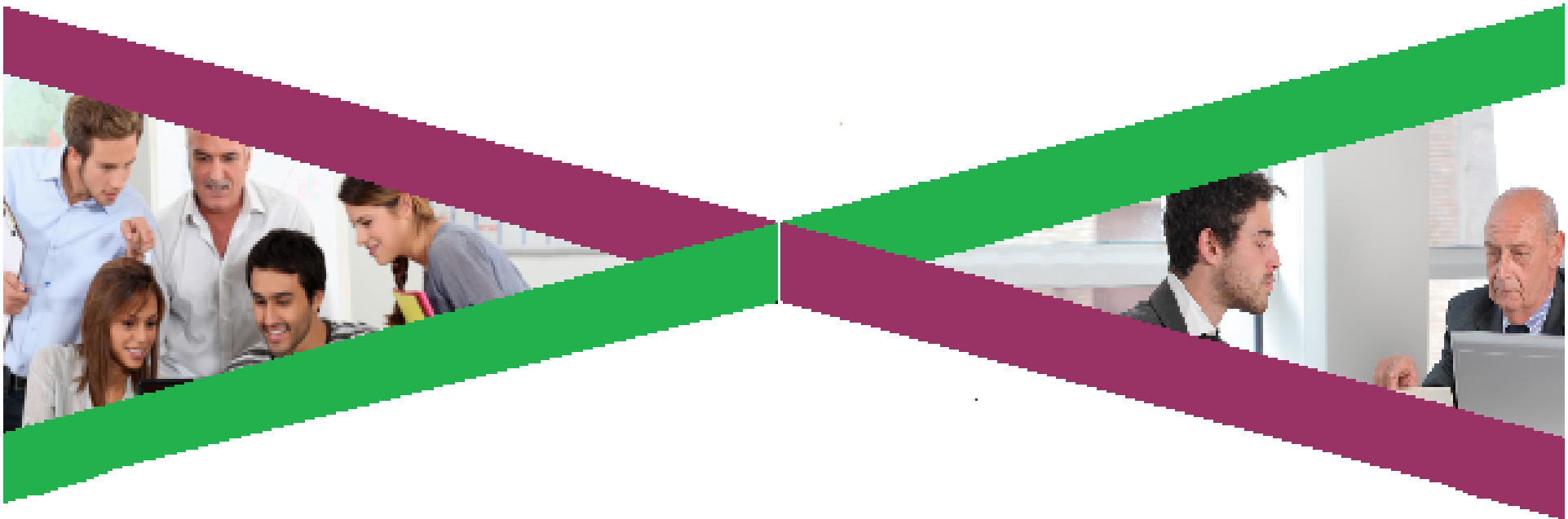




## Intergeneration Mentoring for Entrepreneurs



# IO7 SCHEME OF WORK INTGEN



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## SCHEME OF WORK INTGEN

<b>Course:</b>	<b>Entrepreneurship</b>	<b>Level</b>	<b>NVQ2</b>	<b>Unit/Module:</b>	<b>Course summary</b>	<b>Academic Year:</b>	2016/17
<b>Subject Lecturer:</b>				<b>Course Leader:</b>		<b>Duration:</b>	8 weeks

Week Number	Active learning ideas and the Topics to be covered	Resources <i>Ensure you use a range of resources to meet your learners needs</i>	Timings <i>Planned times (minutes)</i>
0	<b>TASTER SESSION (2hrs 30 mins)</b>	Mentors present; screen to show video clips and also view Word, Excel, Powerpoint documents; flip chart or dry wipe board.	
	<i>Objective of taster is to introduce the course and see if learners wish to progress towards entrepreneurship, having listened to their business ideas and considered what support they need.</i>		
	1. Housekeeping; Introduction to IntGen, objectives of the taster day,	Learning materials need to be produced	15
	2. Explain concept of entrepreneurship/self-employment; the Three "I"s – Idea, understand the business idea; Inform, consider how to make that idea real; Inspire, to see if it would work and what needs to be done to achieve it.	Learning materials need to be produced	30
	3. Learners outline their business ideas in context of Three "I"s. Give them time to think before starting, look at the document listed.	Doc DEM Describe your business idea Use mentors to listen and comment	60

	4. Outcomes – is the learner ready or willing to pursue entrepreneurship and the course?	Mentors assist in answering questions; COBC staff on hand to see if any support needs can be covered	30
	5. Homework – for those who wish to sign for main course then ask them to read and consider these documents	EN doc The Entrepreneurial Mindset DD v1 250416 What is an entrepreneur rewrite DD V1 310316	15
1	<b>WEEK 1 WORKSHOP 1 (4 hrs)</b>	Mentors present; screen to show video clips and also view Word, Excel, Powerpoint documents; flip chart or dry wipe board.	
	<i>Objective of Workshop 1 is for learners to introduce their business idea, interact with mentors and then understand basic business planning principles to begin to build a business plan; support to use interactive and web resources.</i>		
	1. Housekeeping; Introduction to course – aims, expectations, support available and objective of developing a business plan.	Learning materials need to be produced to explain what a business plan is	20
	2. Learners introduce themselves and their business ideas; mentors introduce themselves and their business experience. Feedback from homework questionnaire.	A facilitator for discussion – may be course tutor EN doc The Entrepreneurial Mindset DD v1 250416	30
	3. Consider business scenarios and problem solving. In small groups review the scenario and consider solutions. Share with other groups.	Activities – Problem and Solution (only use Team A activity)	20
	4. Making the idea real: SMART Objectives – view video clip and Word document – then split into small groups to consider learner's business idea in relation to SMART. Use opportunity to see how mentors and mentees mix.	Mentors Video SMART Goals – quick overview Setting SMART objectives	20
	5. Creating the business plan – KEY OBJECTIVE OF COURSE. Finance elements: i) costs and costings ii) pricing; iii) concept of profit and loss, breakeven, profit margin, profit and loss account. Use learners' business ideas to generate group discussion on all these topics	. EN doc Introduction to Finance DD v1 250416	90
	6. Tools available to learners: Moodle, personal diary, journal, forum	Create your own Moodle profile Personal Diary etc	30
	7. Explain Week 1 E-learning – DEMONSTRATE ACCESS AND IMPORTANCE	What is the accessibility?	30
2	<b>WEEK 1 E-LEARNING (2 hrs 30 minutes)</b>	CAN THIS BE ACCESSED BY LEARNERS?	
	<i>Objectives of e-learning is to reinforce the learning from Workshop 1 for learners to begin to match business theory with the reality of their own business idea.</i>		
	1. Learner views materials on-line and lists in journal thoughts on impacts on own business	EN doc Business Plan Template DD v1 250416; Creativity rewrite v1 DD 310316; EN Doc What is an entrepreneur Video Google Pillars of Innovation Journal, forum	60
	2. Now view Google's 8 Innovation Principles and then have a group discussion on the ideas raised in relation to learners' businesses. Key concept is constant renewal and innovation.	Video Google's 8 Innovation Principles	30

	3. Start to consider and record in journal comments on: USP; prices and costs; customers; suppliers; support required.	Journal, forum	60
3	<b>WEEK 2 WORKSHOP 2 (4 hrs)</b>	Screen to show video clips and also view Word, Excel, Powerpoint documents; flip chart or dry wipe board.	
	<i>Objective is to identify approaches to solving business problems and introduce marketing ideas.</i>		
	1. Consider previous week's learning, class and e-learning: observations, queries, learners' reflections on their own business ideas – in particular – has anything changed?	Journal, forum	30
	2. Introduce ideas about different approaches to business problems i) concept of Six Thinking Hats; ii) Team Canvas.	Video What is Six Thinking Hats? 3 x Team Canvas documents	15
	3. Go straight into case study – in small groups, consider the customer information, questions posed. Use work sheet to help you and present to rest of learners as if you are making the sales pitch to customer. They act as 'customer'. Emphasise need for a coherent approach, have they used the 6 Hats or Canvas?	Decorators case study DD v1 300316 Decorators case study worksheet DD V1 300316	60
	4. Review activity with learners. Afterwards what would they now do differently?	Journal, forum	15
	5. Introduction to marketing. Business card activity.	EN Tasks Marketing 101 EN doc Introduction to Marketing DD v1 140416	60
	6. Introduce the idea of networking as way of doing business entrepreneurially.	EN doc Introducing the idea of Networking DD v1 290416	30
	7. Branding and importance of brands for a product or service.	ENdoc What makes a strong brand	15
	8.. Introduction to e-learning weeks 3-5. Objective is to gain knowledge of business and business techniques so that learners' business ideas are becoming much firmer and a business plan can be discussed in Week 6 Workshop.	Journal, forum, mentors, Intgen website	30
4	<b>WEEK 3-5 E-LEARNING (8 hrs) MARKET RESEARCH IS IN WORKSHOP 3</b>		
	<i>Overall objective is to increase learners' knowledge of businesses and how they operate, then to use this learning to inform their own business decisions. Outcome of three weeks' study should be a one page pro forma business plan outlining the nature of business: What the product or service consists of How it will be delivered, including risk assessment Where it will be delivered Why it is a commercial possibility, considering price and cost The customer base including marketing</i>	Proforma document Journal, forum, mentors, Intgen website	120
	1. Legal and institutional setting of business. Do pre-assessment, read materials and then repeat the quiz	Pre-assessment quiz EN Doc Legal Requirements UK DD mods V1 0101416 Repeat quiz	60
	2. Pricing and costing. Read materials and then do the pricing exercise	EN Doc Pricing a product or service DD mods 010416 Pricing exercise Pt 1 and 2 Journal, forum, mentors,	60

	3. Marketing. Read materials, completing exercises as you go	EN doc The 4 Ps Marketing DD mods 010416 Journal, forum, mentors,	60
	4. Risk. Read materials and consider risks to your business idea.	EN doc Risk analysis DD mods 010416 EN Tasks Marketing 101 Journal, forum, mentors,	60
	5. Innovation. Read document and complete innovation, PESTLE and Threats and Opportunities exercises.	EN doc Introduction to innovation DD mods 010416 Journal, forum	60
	6. Use checklist to enter details about the business on forum so that peers can comment and assist each other.	EN doc Business Plan Discussion Document DD v1 140416 Journal	60
5	<b>WEEK 5 WORKSHOP 3 (4 hrs)</b>	Screen to show video clips and also view Word, Excel, Powerpoint documents; flip chart or dry wipe board.	
	<i>Objective of workshop is to apply sales and marketing knowledge and techniques to the learners' business ideas</i>		
	1. Consider e-learning: observations, queries, learners' reflections on their own business plan generated in the e-learning.	Journal, forum	60
	2. Further marketing: i) Market research. Describe primary and secondary research ii) Understand 7Ps Framework with objective to Know Your Audience iii) Features and benefits. Explain differences and how this applies to their product/service iv) USP, Unique Selling Point concept. Remind learners of concept and ask them to define this via a pairs exercise. v) Advertising vi) Elevator pitch exercise. Ask learners to do a 30 second elevator pitch to the group to take into account the day's learning.	EN doc Further Marketing Document DD v1 140416	135
	3. Introduction to e-learning weeks 6-8. Objective is to gain knowledge of business and business techniques so that learners' business ideas are becoming much firmer and a business plan can be discussed in Week 9 Workshop.	Journal, forum, mentors, Intgen website	30
6	<b>WEEK 6-8 E-LEARNING (8 hrs)</b>	ACCESSED BY LEARNERS	
	<i>Overall objective is to increase learners' knowledge of businesses and how they operate, then to use this learning to inform their own business decisions. Outcome of three weeks' study should be their next version of the business plan to include: Any amendments to business plan following last session Marketing and networking Funding sources Cashflow</i>	Proforma document Journal, forum, mentors, Intgen website	
	1. Understand how networking impacts on their business and how they will use it in their business. Read document and complete exercises. Update your business plan to take account of networking activity	Social Networking	60
	2. Marketing. Read the document and create the marketing plan for the business plan. ONLINE AND OFFLINE MARKETING TO BE INCLUDED	EN doc Marketing plan activity EN Tasks Marketing 101	60

	3. Funding, finance, cost of finance, working capital and cash flow. Read document and begin producing business plan. Use example and skeleton to see how the financial plan fits together Then explain on your business plan: Name/brand Describe the business, what it does, how, where and to whom. Financial statement Funding analysis Risk analysis	En doc Financial Planning DD v1 190416 EN doc Profit & Loss and Cashflow forecasts blanks DD V1 200416.	300
	4. Pitching tips. As at the final workshop each learner will present their business plan to other learners and mentors, the document contains a few ideas about the pitch of the plan which may be useful. Try and make a plan of how a learner may wish to present the idea.	Pitching tips	60
7	<b>WEEK 8 FINAL WORKSHOP ( 4 hrs)</b>	Screen to show video clips and also view Word, Excel, Powerpoint documents; flip chart or dry wipe board.Ability for learners to present their pitches.. Mentors	
	<i>Objective of workshop is for learners to present to the group their business plans, to be considered in a critically constructive manner by peers. Once done, then learners are signposted to suitable support for them to progress their ideas.</i>		
	1. Consider e-learning: observations, queries, learners' reflections on their own business plan generated in the e-learning.	Journal, forum	60
	2. Allow tutor/mentor time to review the business plans with learners as they finalise their presentations	Review resource/private rooms?	60
	3. Presentations of five minutes per learner with 5 minutes for discussion	Pitch evaluation documents Local entrepreneurs, mentors, funders, local authorities	60?
	4. Support outcomes	Resources	60