



Business Strategy

SCHOOL: Brookfield, Ruffwood

PHASE: Secondary

KEY STAGE & YEAR: Key Stage 4/Year 10

CURRICULUM AREA: Business

LINKS TO PLANS/NC: CLC s aims 2, 3, 8 Objs 9, 12, 14
EiC Plan: SO2, SO4 CLC: FA1, 3, 4, 5 G&T: FA4
EDP: Priorities 1a, b, c, d, 4, 6, 7

LEARNING OBJECTIVES

- ✗ To design a logo and produce a marketing strategy
- ✗ To become a business tycoon
- ✗ Making a successful business through group strategy/teamwork



BRIEF

During the course of the day, students had to run a series of business adventures against the odds. Would they rise to the challenge? Could they build the ultimate Theme Park, an entire City or town from scratch, design the perfect transport system, save the ecosystem and many more...



DESCRIPTION

The day comprised of a series of activities all based around setting up a successful business strategy. The teams had to design a company logo and flyer to help to promote their allocated business. All of the rules they have learned in ICT and English about purpose and audience will be invaluable here.

Following the first activity, groups took part in a computer simulation. The question is which team will make best use of a group strategy and will they make the most of the science, maths and life skills that they have picked up on the way? Which team will become the Roller Coaster Tycoons? Who will save the Eco system? Build the perfect city or town? Design the ideal transport system? Will anyone create the ultimate theme park? Become zoo tycoons? Car Tycoons maybe? Perhaps they will be business tycoons and bankrupt them before themselves?

OUTCOMES/EVALUATION

This activity has now been used by several schools. The programme was written and supervised by CLC staff. The compilation of business simulations has now been extended to include a 'Rock' Manager and many more.....