

## Business Dynamics

Business Dynamics ( copy and paste this link into your internet browser: [http://www.businessdynamics.org.uk/gen/bd\\_scotland.aspx](http://www.businessdynamics.org.uk/gen/bd_scotland.aspx) ) works with 16-19-year-old pupils to give a greater understanding of business, and of how companies operate and contribute to the economy. The **Business Dynamics course** shows some of the opportunities and careers in business.

The course is led by business people, each running a short workshop session covering their area of expertise, using case studies and real-life problems. There are five or more sessions covering key areas of modern business: marketing and sales, design and development, production, personnel, small business, information technology, and management. The programme is integrated into the school curriculum, tailored to fit the needs of the school, and may include an industrial visit. Sessions and days can be spread over a number of weeks, or concentrated into two or three days.

Themed courses on Engineering, Design, Quality and Enterprise are also available.

### Core Skills at Work

This is a one day programme where students attend a number of interactive workshops and learn skills such as team building, communication, presentation and decision-making.

Where possible, volunteers from local businesses are used to lead the workshops, and share their experience and enthusiasm.

The emphasis is on identifying and improving core skills to enable them to achieve their goals - in work and life.

The programme has been specially designed for groups of between 40 and 60 students aged between 14 and 16.

Alternatively, a whole year group can participate by implementing a carousel model, with 3 or 4 programmes running concurrently.

### Business Awareness

This programme aims to develop an understanding of business and its crucial role in the economy and the world of work in all its diversity, including entrepreneurial activity and self-employment.

Through a tailored two-day programme of 6-8 hands-on interactive seminars, students gain a practical understanding of key areas,

such as marketing & sales, human resources, small business, IT, finance, management and design & development. Trained Seminar Leaders, who are volunteers from a range of different business sectors, bring their knowledge and enthusiasm into the classroom to run the programme.

The programme is designed to be run for a group of between 25 and 32, 16-19 year olds, but multiple groups can be run concurrently if required. The business awareness model can be themed around

a specific industry sector – engineering, e-business, retail, media, the building trade etc, though this requires the involvement of a committed business partner.

### Blue Skies

Designed to show young people that running your own business is a realistic career option, but that they will need to be ambitious, self confident, prepared to take calculated risks and not to fear failure.

Blue Skies is a larger scale multi-media gig-style event that brings students, aged 14- 19, face to face with Britain's young entrepreneurs, in a lively, interactive and fun environment

involving music, video and a TV-style quiz show with prizes.  
Blue Skies is a national roadshow. Copy and paste this link into your internet browser:  
<http://www.blue-skies.uk.com/index.htm>

### **Special Needs**

businessdynamics' programmes can be tailored to suit any group of students with particular educational needs, including aurally and visually impaired students and students who are disaffected, or at risk of exclusion from mainstream education. The programme is designed in consultation with the contact teacher and aims to provide skills and knowledge that will be of benefit in a work environment, as these young people may find the gap between school and work particularly difficult to bridge.

### **BENEFITS FOR PUPILS**

Increased knowledge and understanding of business and industrial practice  
Opportunities to develop skills for the workplace and for life, such as working with others, problem solving, communication/presentation  
The opportunity to make more informed career decisions  
Where appropriate, Business Dynamics may form part of a certificated course for an SQA unit to support Business Studies/Economics or a Personal & Social Development Programme.

### **BENEFITS FOR BUSINESS**

Positive PR  
Better motivated staff with enhanced skills in communication/presentation, leadership and group facilitation, planning and organisation, customer care  
Putting something back into the community  
Recruitment  
Opportunity to learn from and influence education  
The businesses also benefit, with many volunteers saying that working with us builds their confidence and motivation and develops their presentation and time management skills.

### **ISSUES FOR SCHOOLS**

A teacher, with management support, is required to:  
take ownership of the project, prepare pupils (2 periods) and inform colleagues  
provide a suitable venue, free from interruptions, for the span of the course, ensuring required equipment and resources are primed ready for use  
attend throughout, fully supporting session leaders and evaluating the course

### **COMMITMENT REQUIRED FROM COMPANIES**

You only need to commit to a one-off initial 3 hour training, and then one hour-long seminar each term in schools near where you work/live  
Requirement to provide volunteers as session leaders to lead a 90-minute workshop, once or twice per year  
Need to plan a range of activities which simulate the type of work undertaken in their company  
Where appropriate, a requirement to provide resources for use in the workshop simulations  
Requirement to host a site visit or courses in training facilities (optional); to provide sponsorship for a course for a local school = £800 + VAT.

### **RESOURCE IMPLICATIONS**

Schools have to pay a registration fee of £70 for a sponsored course for 22-32 pupils. A limited number of non-sponsored courses are available each year. The cost is £150 for 22 pupils, £7 per pupil thereafter.

### **CERTIFICATION POSSIBILITIES**

Locally developed certificates are most appropriate

### **YEAR GROUP TARGETED**

S4-S6

### **CONTACT FOR FURTHER INFORMATION**

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