



WELSH BACCALAUREATE Advanced

Enterprise and Employability Challenge Carmarthenshire County Council - Cwtsh y Ddraig



Available for assessment from September 2015

Cwtsh y Ddraig - Carmarthenshire County Council

PURPOSE

The purpose of the Enterprise and Employability Challenge is to develop learners' skills, whilst providing opportunities for learners to develop enterprising skills and attributes and enhance employability. During the Enterprise and Employability Challenge learners will explicitly develop skills in **Digital Literacy**, **Creativity and Innovation** and **Personal Effectiveness** and apply them in an appropriate manner.

BRIEF

Carmarthenshire County Council has been championing youth entrepreneurship for many years and employs a dedicated development officer who coordinates and delivers various business and enterprise, business enterprise competitions, business awareness workshops, within secondary, further and higher education establishments within Carmarthenshire. During the past few years, the Entrepreneurship Development Officer with support from Careers Wales, Big Ideas Wales and private sector businesses has successfully delivered a business enterprise challenge in local secondary schools, named '**Cwtsh Y Ddraig**'.



Deciding on your future can be a daunting aspect. The world of work is extremely competitive so it is vital that you choose a career pathway that utilises your strengths. You need to consider what you really want to achieve in a career without being influenced by others. When it comes to identifying the right pathway to a career, there is much preparation to do and many decisions to be made. The job market can be a competitive place and you need to stand out from other candidates. In preparation to apply and secure a job, you will need to gain a clear understanding of what is involved and know how to promote yourself so that you impress potential employers. You will learn the importance of networking and the power of social media when it comes to building a professional profile.

Experiencing an innovation venture provides an opportunity to develop and demonstrate a wide range of skills, qualities and attributes.

Put forward a sustainable **innovation proposal** by utilising the local labour market intelligence to design an innovative product or service which would help **regenerate the economy within the Swansea Bay City Region**. Present the innovation proposal to an appropriate panel you will experience enterprise and its importance in today's economy.

You will need to identify, reflect on and develop the skills, attributes and experiences necessary for your chosen destination. You will also need to take into account additional factors such as the job market, recruitment procedures, your lifestyle expectations and the part played by managing personal finances in pursuit of your chosen destination.

By creating a digital **Destination Passport** you will be able to gather and showcase the skills, attributes, experiences and qualifications higher education and employers are looking for. By focusing on your future ambitions you can tailor the Destination Passport to match your career aspirations.

CONTACT DETAILS

Barry Hale

Business Development Officer

Carmarthenshire County Council

01269 590220 /

bhale@carmarthenshire.gov.uk

<http://www.carmarthenshire.gov.wales/home/business/business-support/>

<http://www.sirgar.llyw.cymru/cartref/busnes/cymorth-busnes/>