



# WELSH BACCALAUREATE Foundation (Post-16)

Enterprise and Employability  
Challenge  
Griffiths  
Construction –  
Promoting Built Environment careers



**Available for assessment from September 2015**

# Promoting Built Environment career opportunities

## 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 **Numeracy, Digital Literacy, Creativity and Innovation** and **Personal Effectiveness** and apply them in an appropriate manner.

## BRIEF

The Enterprise and Employability Challenge provides you with an opportunity to develop important team working skills by creating and implement innovative ideas based on meeting the needs of customers by developing a product or service linked to your Learning Area. This can be achieved and enhanced by following an enterprise process which includes interacting with successful local entrepreneurs.



**Alun Griffiths (Contractors) Ltd** are a **civil engineering** company working across Wales and the South East. Alun Griffiths Ltd. have identified shortages in skilled workers across all aspects of their organisation ranging from quantity surveyors, planners, civil engineers, plant operatives, health and safety advisors etc. They would welcome improved **marketing material** which is aimed at **secondary school students** which promote the **employment opportunities** with the built environment industry.

As a team of 3 to 6 members, using skills, knowledge and understanding developed through your Construction course; develop a new product or service to promote the employment opportunities within the **built environment industry** to pupils in secondary school. The final proposals must be illustrated in a visual display which should be as creative and imaginative as possible. The team will then pitch the proposal to a panel.

You should consider:-

- the broad range of main job roles and their relationships with each other
- the career pathways, qualifications and career progression routes
- female role models within the construction industry

The Enterprise and Employability Challenge provides you with an opportunity for you to show how creative and innovative you can be including the use of digital technology, as well as demonstrating people skills such as developing a rapport, listening skills, negotiating skills and trusting others. You may also demonstrate your assertiveness and leadership qualities.

## RESOURCES

<http://www.careerswales.com/en/career-search/>

<https://nationalcareersservice.direct.gov.uk/advice/planning/jobfamily/Pages/construction.aspx>

<http://www.citb.co.uk/careers-in-construction/>

## CONTACTS

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