



WELSH BACCALAUREATE Foundation (Post-16)

Enterprise and Employability Challenge Land-Based



Available for assessment from September 2016

Product/Service

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

During your course you will experience different aspects of the workplace and gain an understanding of what employers value when appointing new employees. Team work, a can-do and positive attitude and being creative are particularly important to employers. You will have to apply for jobs and go through an assessment process which may include an interview and presentation. It is important you are able to sell yourself by using examples of the skills you have and how you have used them within your Learning Programme.



A local farm wishes to diversify to generate additional income to supplement that already generated from farming. As a team of 3 to 6 members, using skills, knowledge and understanding developed through your **Land-based** course; design a **product or service** to meet the farm's requirements. 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.

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.