



# WELSH BACCALAUREATE National (Post-16)

Enterprise and  
Employability Challenge  
Colegau Cymru  
Creative Industries



**Available for assessment from September 2015**

## Creative Industries small business

### 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

Do you have an idea you want to develop into a small business? Setting up a small business can be self-motivating and financially rewarding, providing you with an opportunity to develop your skills and expand your potential. Starting a small business is within the reach of almost anyone who wants to take a risk and work hard.

The Enterprise and Employability Challenge provides you with an opportunity to experience the process involved in developing an idea for a small business.

Working in a team of 3-6 members design and develop an idea for a small business which will meet the needs of specific customers. You should use the skills, knowledge and understanding developed in your Creative Industries programme: you will create a proposal for an innovative idea for a relevant small business.



The final proposals must be illustrated in a visual display which should be as creative and imaginative as possible. As a team display your idea and pitch it to a panel responding to any questions they may ask.

The Enterprise and Employability Challenge encourages 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.