



WELSH BACCALAUREATE National (Post-16)

Enterprise and
Employability Challenge
Colegau Cymru
Land-based



Available for assessment from September 2015

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 land-based sector in Wales is made up of many small and family run businesses. The Enterprise and Employability Challenge provides you with an opportunity to experience the process involved in developing an idea for a small business. This will help you consider if self-employment may be a viable option in your area.

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 Land-based programme: you will create a proposal for an innovative idea for a relevant small business.



<https://www.flickr.com/photos/stawarz/2398513475>

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.