

Within primary education, interactive game play is used to engage children's interest, encouraging them to regard the concept of running a business and being enterprising as a realistic career opportunity. Everything the children create during their enterprise activities, is saved within their personal online enterprise portfolio.



www.biz-e-town.com

What does Biz e-Town provide?

- ☺ From an early age, engages children's enterprising nature.
- ☺ Stimulates children's thinking about business.
- ☺ Fosters a sense of ownership in their business and their decisions.
- ☺ Provides games and activities which are related to their business but draw upon cross curricular objectives.
- ☺ Gives children opportunities to be enterprising.
- ☺ Builds a continuous programme of activities so that children engage with the notion of business and enterprising behaviour at each year group in Key Stages 1 and 2.

Biz e-Town is a virtual town square full of businesses created by your young entrepreneurs. Children get involved in enterprise by engaging with their very own business, thinking about everything from what kind of business they will run, to what their competitors are up to.



Initially, the children login and create a visual character (avatar) for themselves.



They choose a business type from a pre-populated list and then choose/design a logo for their business.



The children then choose a location in a town square, then a shop front from a number of pre-built options.



The 'enterprising' activities evolve through the years within Key Stage 1 and 2, supporting the curriculum.

Benefits

- ☺ Biz e-Town stimulates interest in enterprise from an early age.
- ☺ Biz e-Town supports busy teachers by providing lesson guidance and a 'Biz e-Scheme of Work' so that teachers know exactly where Biz e-Town meets the curriculum.
- ☺ Biz e-Town supports cross-curricular activities, keeping the young entrepreneur busy with task engaging each of the six areas of learning.
- ☺ Biz e-Town engages children using ICT.
- ☺ Biz e-Town is on the Internet allowing it to be used at school and securely at home.