



Software systems delivering enterprise content and stimulating entrepreneurship

Within secondary education, we focus on the delivery of information about running a business, what to do, how to do it, how to check your assumptions, in the context of developing an e-business website, encouraging students to regard the concept of being enterprising and running a business as a realistic career option.



Enterprise to go! ^{LITE} is a course which helps students work out what they are good at and to get them to imagine if they were starting a business, what would it be?

Students take any of the 12 modules within the course, in any order, to gain the knowledge and skills needed to help them realise their potential as budding entrepreneurs. Once students have registered and logged into the course they will also have access to The Entrepreneur's Podcast.



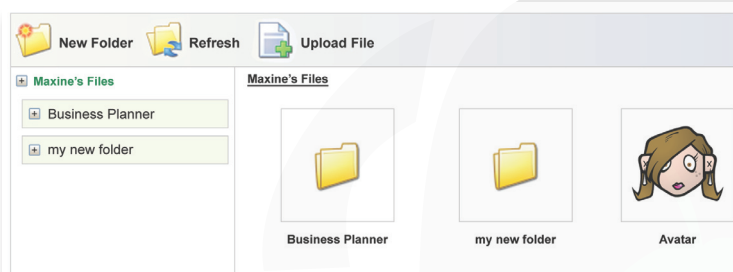
Business Planner Module

The business planning tool guides students through the process of actually creating a business plan and allows students to set out the aims and objectives of their business idea.

Online Business Builder

Students use the online tools to create their own personal e-business website. The tools help students think about describing their business, products and services and how to market their business to potential customers.

Within *enterprise unwrapped*, there are interactive community-building activities and personal development tools in which users enter their own content. These include forums, blogs and the development and updating of personal enterprise portfolios of achievement.



My Enterprise Portfolio

Everything the students create during their enterprise activities, they save within their personal online enterprise portfolio.

My Career Builder

The career builder is a wizard-style tool which guides students through the process of recording their learning history, skills and interests, aspirations, work experience, and at the end generates a CV which can be downloaded and manipulated by a student or saved to their portfolio.

My Learning Style Assessment

This quick quiz is designed to identify personal learning style. Understanding their own preferred learning styles can help students study more effectively in relation to perceiving, processing and presenting information.

My Tasks

Students use the task pad to set themselves tasks and reminders.

Benefits

- Provides theoretical knowledge about enterprise to help budding entrepreneurs.
- Delivers practical guidance on business planning and e-business marketing techniques.
- Promotes thinking about running a business as a realistic career opportunity.
- Helps stimulate discussion about enterprise and build communities of interest.
- Encourages self-reflection.
- Gives information about enterprise and entrepreneurship from a range of sources.



Enterprise Portal contains hundreds of links to a range of websites about all things enterprising. Each site has been rated and reviewed to help students quickly find information by browsing or searching on keywords.