



Business Awareness

The two-day businessdynamics 'Business Awareness' Programme increases students' knowledge of business and its crucial role in the economy. Through a tailored Programme of interactive seminars, students learn to work in teams in a competitive environment and gain a practical understanding of key areas of business such as:

- sales and marketing
- human resources
- IT
- design and development
- finance
- business management

Role models from business lead the workshops, sharing their experiences and enthusiasm with participants. Students gain:

- increased knowledge of business and its crucial role in the economy
- inspiration from business role models
- insight into a wider range of careers
- increased confidence, motivation and self esteem

"Taking a project from planning to end product meant that my students left with a huge sense of achievement."

"It really does bring business to life."

"An exciting introduction to different business roles, concepts and people."

"It's good to find a Programme that really stretches our students."

"The business people were interesting, with the ability to capture the interest and imagination of young people."

businessdynamics has over 30 years experience of bringing business to life for students. To find out more call 0207 620 0735, visit www.businessdynamics.org.uk or email info@businessdynamics.org.uk.



businessdynamics' Programmes are flexible. Each one is designed in consultation with the contact teacher and can be:

- customised to complement a school's Enterprise and Work-related Learning activities
- planned around different school timetables
- tailored to suit groups of students of all abilities including those with particular educational needs
- themed around a specific industry sector
- adapted to accommodate a whole year group

Teachers choose businessdynamics Programmes because they are:

- stress free – your Programme Manager organises everything
- interactive and student focused – students learn through real life experiences
- tried and tested - proven to engage and inspire
- curriculum complementary and fully aligned with 14-19 agenda - including Every Child Matters, the Work-Related Learning Framework, and the Enterprise Education entitlement
- supported by business – we have a large network of business people who act as role models on our Programmes from companies including Coca Cola Enterprises, Deutsche Bank, PricewaterhouseCoopers and many SME's
- cost effective – Programmes can be used to deliver work related learning activity across a year group
- evaluated - based on feedback from all participants – students, teachers and business volunteers
- exciting, innovative and fun!

about businessdynamics

businessdynamics is part of the Enterprise Education Trust, one of the UK's leading business and enterprise education charities. The Trust aims to empower young people to realise their potential through business and enterprise. It brings together businessdynamics, the Network for Teaching Entrepreneurship (NFTE), Blue Skies and Achievers International. Each brand has a different but complementary focus and together we deliver a wide range of Programmes. The original trust was founded by 3i in 1977 and we now work with 62,000 students a year.



Bringing you Blue Skies, businessdynamics, NFTE and Achievers International

Established 1977
Enterprise Education Trust
Charity No. 1004426
a Company Limited by Guarantee
Registered in England No. 2647030
VAT No. 437420757

Enterprise House
1-2 Hatfields
London SE1 9PG
T: 020 7620 0735
F: 020 7261 4539
E: info@enterprise-education.org.uk
www.enterprise-education.org.uk