

# IGCSE Enterprise

## Overview

Students participating in this program will have the opportunity to observe how a start-up company has been established and is run. They will have the chance to talk with our CEO, Devi Sahny, about her experience in the world of work, the challenges that she had to overcome and continues to overcome. With a mentor, students will develop knowledge of the practicalities of setting up and running an enterprise. They will create an enterprise of their own after researching a niche in a particular market and have the chance to experience the potential challenges that occur when setting up a business. This will develop student's planning, organisation, and communication skills.

## Objectives

- Understand what it means to be enterprising
- Develop knowledge of enterprise issues in local, regional, national, and global contexts
- Investigate real-world entrepreneurial organisations and the world of work
- Improve planning, organisation, communication, and financial management skills

## Structure

- Reflect on current knowledge of the range of topics that Enterprise covers and identify strengths and weaknesses
  - Develop a personalised curriculum
- Investigate studies and areas of potential improvement in the world today
  - Real-world examples
  - Critical thinking and problem-solving practice
- Develop data analysis skills
  - Question reliability and validity of data
  - Improve evaluative thinking
- Practice reporting primary and secondary data in the form of a report
  - Writing style
  - Communication skills
- Develop an entrepreneurial organisation of their own
  - Research markets and niches
  - Develop pitch decks
  - Experience challenges that might occur while starting an enterprise
- Exam practice
  - Past papers
  - Planning and structuring responses

