



WELSH BACCALAUREATE

Key Stage 4

National/Foundation

Enterprise and Employability

Challenge

Product/Service

(Generic Brief)

Available for assessment from September 2015

ENTERPRISE AND EMPLOYABILITY CHALLENGE

Product/Service

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 **Creativity and Innovation**, **Personal Effectiveness** and **Digital Literacy** and apply them in an appropriate manner.

BRIEF

During your working life it will be unusual for you to have just one job, it is more likely you will have a number of different jobs. You will have to apply for these jobs and go through an assessment process which may include an interview and presentation. It is important you are able to sell yourself by using examples of the skills you have and how you have used them. Team work, a can-do and positive attitude and being creative are particularly valued by employers.

To help you experience business and the world of work you should work together with other pupils in a team of 3-6 members to design and develop an idea for **a product or service** which will meet the needs of **specific customers**. You will display your idea and pitch it to a panel answering any questions asked. **Set in context**.

The Enterprise and Employability Challenge provides you with an opportunity for 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.