



How the new
Student Enterprise Programme (SEP)
Supports the
Junior Cycle Business Studies Specification

A Teacher's Guide



How the new SEP works with Junior Cycle Business Studies

The Local Enterprise Offices have re-vamped their Student Enterprise Programme Junior Cycle Programme in 19/20 to work in tandem with the new Junior Cycle Business Studies specification.

This booklet outlines how the new SEP works and how it can be used by teachers in the delivery of Junior Cycle Business Studies.

The purpose of the newly revamped Student Enterprise Programme for junior cycle is to support and improve learning. It is designed to encourage students to reflect on their learning.

There are two key elements to the new SEP Junior Cycle Programme:

1. Mini-company:

Students, either individually or in a group, establish and operate an enterprise, with the emphasis being on reflection and skills. Students must produce a reflective business poster at the end of the Programme outlining their business journey (see sample on page 9).

2. My Entrepreneurial Journey Competition

Students individually, as part of a new competition, get to imagine their life as an entrepreneur in the future, with the emphasis being on what they learned. As part of this project, students must interview a local entrepreneur in their community.

A separate leaflet outlining how the 'My Entrepreneurial Journey Competition' works is also available from your Local Schools Enterprise Co-ordinator and on our website www.studententerprise.ie

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Our newly designed programme supports the new Junior Cycle Business Studies specification. The emphasis is on research, skills & reflection. It affords business teachers to teach through the lens of the new specification.

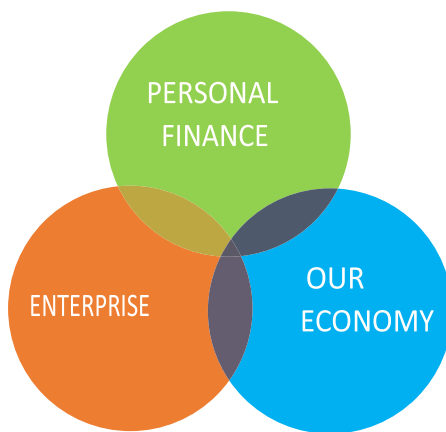
Junior Cycle Business Studies Specification

Entrepreneurship enhances the quality of our collective and our individual lives, often changing the way we work, volunteer, communicate and actually live.

Enterprise is an integral part of the Junior Cycle Business Studies. The Junior Cycle Business Studies provides an awareness, insight and positive attitude to entrepreneurship, demonstrating how it can improve our lives, adding value to goods, services and all the add on effects on institutions. It also supports the expansion of analytical and critical thinking skills, encouraging students to be problem solvers. It reinforces the development of students' numeracy, literacy and digital technology skills by providing a real-life context for their application. Students will develop a 'can do' attitude and this subject will help them to fulfil their potential in their personal and professional lives, both now, as a student and into the future as a responsible citizen.

The dynamic and energetic world of Business Studies is brought to life in the classroom through learning about the business world and the economy and how they impact on our daily lives. The specification for Junior Cycle Business Studies has three interconnected strands.


Junior Cycle Business Studies – 3 Interconnected Strands



1. **Personal Finance:** focuses on students making informed decisions to effectively and responsibly manage their financial resources.
2. **Enterprise:** encourages students to identify opportunities and develops an understanding of the financial, marketing and operational functions of an organisation.
3. **Our Economy:** enables students to understand the dynamic relationship between the local, national and international economic situation.

Students taking part in the Student Enterprise Programme will have the opportunity to develop all key skills



<ol style="list-style-type: none"> 1. Being Literate 2. Managing Myself 3. Staying Well 4. Managing Information and Thinking 5. Being Numerate 6. Being Creative 7. Working with Others 8. Communicating 	
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Learning Outcomes

There are **37** learning outcomes across the 3 strands. Learning outcomes describe the knowledge and understanding, skills and values that students should be able to demonstrate after participating in Business Studies.

By using the Student Enterprise Programme students will achieve numerous learning outcomes, which are highlighted in the table below *Junior Cycle Business Studies Specification Table*

Junior Cycle Business Studies Specification Table

The Learning Outcomes highlighted below are directly related to the Student Enterprise Programme.

Strand 1	1.1	1.2	1.3	1.4	1.5	1.6	1.7
Personal Finance	Personal resources	Income and expenditure	Personal Financial life cycle	Key personal taxes	Savings	Insurance	Rights and responsibilities of consumer
	✓	✓					✓
	1.8	1.9	1.10	1.11	1.12	1.13	
	Services: Consumer Agencies and financial institutions	Ethics and sustainability consumption	Globalisation, technology consumer choice.	Wage Slip	Budget	Income and Expenditure and bank Statement	
		✓	✓			✓	
Strand 2	2.1	2.2	2.3	2.4	2.5	2.6	2.7
Enterprise	Financial, Social and Cultural Enterprise Roles	Employment, Work and Volunteerism	Employment, Work and Volunteerism	Rights and Responsibilities: Employers and Employees	Organisations' Positive and Negative Impacts on Communities	Digital Technology: Benefits and Costs	Market Research
	✓					✓	✓
	2.8	2.9	2.10	2.11	2.12	2.13	
	Marketing Mix	Business Plan	Key Business Documents	Cash Flow Forecast/Budget	Cash Book, Ledger and Trial Balance	Final Accounts	
	✓	✓		✓	✓	✓	
Strand 3	3.1	3.2	3.3	3.4	3.5	3.6	3.7
Our Economy	Scarcity and Choice	Circular flow of income	Supply and Demand	Government Revenue and Expenditure	Taxation	Positive and Negative Economic Growth and Sustainability	Globalisation of Trade
			✓				
	3.8	3.9	3.10	3.11			
	European Union – Benefits and Challenges	Economic Indicators	Economic Issue	Government Policy			

Note: Continue to revisit the Learning outcomes.

Assessment

The Student Enterprise Programme provides students with an opportunity to take the learning experience outside the classroom as they identify opportunities and convert them into practical businesses.

Assessment and the Student Enterprise Programme:

By participating in the Student Enterprise Programme students are given the opportunity to:

- Achieve numerous learning outcomes
- Develop all the key Junior Cycle skills
- Be supported for preparation for Classroom Based Assessment
- Be well prepared for the Final Examination

Classroom-Based Assessments (CBAs):

The Student Enterprise Programme will support the CBAs and is a superb way to help students on their learning Journey.

Remember, if CBA 1 is based on Enterprise it would be important to have a different theme for CBA2.

CBA 1: **Business in Action:** a group project towards end of 2nd Year.

- Students have a 4 week period to complete this CBA.
- It is to be completed in groups **of 3 to 5** students.

There are three options to choose from:

1. **Enterprise in Action**
2. Economics in Action
3. Finance in Action

CBA 2: **Presentation:** at end of first term in 3rd year.

- Students have a 3 week period to complete this CBA.
- Individual presentation of 3 minutes duration.
- Following CBA2, students complete a Reflective Assessment Task. The Assessment Task is assessed by the State Examinations Commission (SEC). It will be allocated 10% of the marks used to determine the final examination grade awarded by the SEC.

Finally, by participating in the SEP your students are supported in preparing for the final Junior Cycle Business Studies **state-certified examination, which accounts for 90% of the total marks.**

SEP WILL
SUPPORT
ALL
ELEMENTS
OF
ASSESSMENT
OF JUNIOR
CYCLE
(INCLUDING
CBAs)



Guidelines & Marking Scheme:

Junior Category (mini-company programme)

PRODUCT/SERVICE	
Quality of Product/Service	5
Innovation	5
PRODUCTION	
Production Process	5
MARKETING	
Market Research	10
Marketing Mix	10
GLOBAL WORLD	
Sustainability	5
FINANCES	
Cashflow Budget	5
Sales/Profit	5
ENTEPRISE POSTER PLAN	
Design	10
Content	10
EXHIBITION STAND/INTERVIEW	
Visual Display	10
LEARNING EXPERIENCE	
Skills Developed & Learned	10
Lessons Learned	10
FINAL SCORE	100

Intermediate Category (mini-company programme)

PRODUCT/SERVICE	40
Idea Generation/Innovation	20
Quality of Product/Service	20
PRODUCTION/SERVICE	10
Process/Organisation	10
MARKETING	30
Market Research	10
Marketing Mix	10
Unique Selling Point (USP)	10
GLOBAL WORLD	10
Sustainability/Ethics	10
FINANCES	20
Cashflow Budget	10
Sales/Profit	10
ENTEPRISE POSTER PLAN	30
Design	10
Content	10
Visuals	10
EXHIBITION STAND/INTERVIEW	10
Visual Display	10
LEARNING EXPERIENCE	30
Skills Developed & Learned	10
Lessons Learned	10
Problems/Challenges Overcome	10
FINAL SCORE	180

Sample Poster:

