

Empowering Young Entrepreneurs Program (EYE Program)



Learning Portfolio

Name: _____

Introduction:

The EYE program is an activity-based extended entrepreneurship program involving collaborative learning with BAFS, Economics, ICT and Visual Arts. Through hands-on learning activities, e.g. group discussion, planning, product design, promotion, product selling, students from various elective subjects will learn progressively the basics of entrepreneurship and acquire the most important 4C skills of the 21st century (critical thinking, communication, collaboration, and creativity) as well as build up their confidence for the future.

Key Features

In the EYE Program, students are expected to integrate and apply knowledge and skills from BAFS, Economics, ICT and Visual Arts.

This is a hands-on design project, which may include the following learning elements from this program:

BAFS

- Be critically aware of the importance of social responsibility and business ethic
- Apply the management concepts related to human resources, finance and marketing in business decision-making
- Apply the marketing concepts of the planning, organising, implementing and controlling
- Apply basic principles for designing marketing research
- Record the business transactions and prepare financial reports

Economics

- Apply the economic concepts and knowledge into real business situation
- Apply the economic concepts of demand and supply, production on finding out customers' taste and make production decision

Visual Arts

- Design products meet public taste
- Actualize design idea into real products

ICT

- Identify and break-down problems into separate components
- Utilise digital tools in the process and application of data
- Develop a vast range of useful technology products

Learning Targets:

This program allows students to

- develop leadership, communication, problem solving, team work and socialization skills
- build confidence and resilience when forming a business
- acquire business, design, marketing, and financial management skills
- have an entrepreneur experience and skills

Timeline:

This program will start from week 4 to week 40 and is a part of curriculum for BAFS, Economics, ICT and Visual Arts subjects.

Success criteria:

- Good planning and cooperation between various electives subjects
- Close monitoring of students' progress
- Students' attitudes and teachers' guidance and feedbacks

Department Budget:

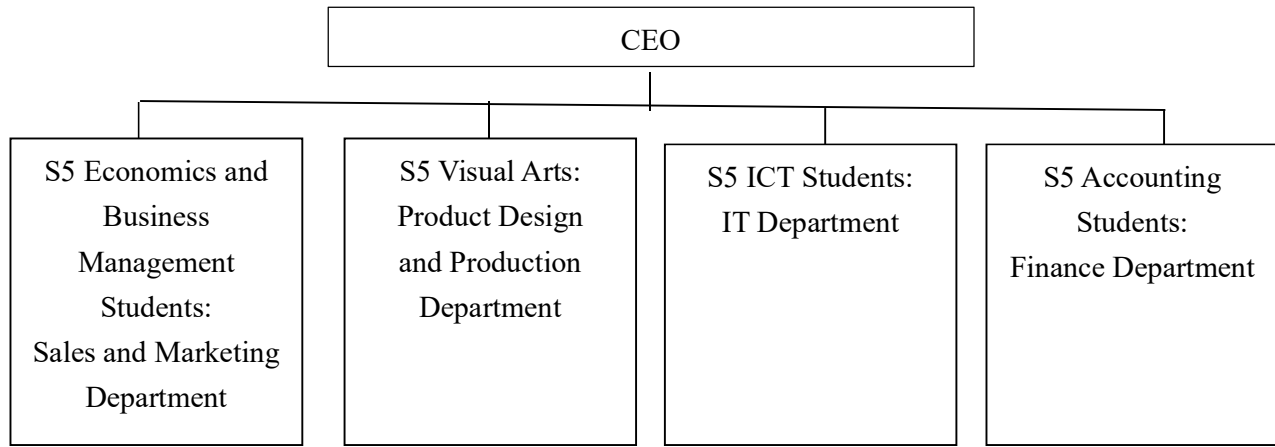
- The budget of the EYE programme is \$3000. It is from the BAFS department budget.

Net profit in the Product Selling:

- The net profit will be recorded in the School's Empowering Young Entrepreneurs Program account and used for the operating cost of the Empowering Young Entrepreneurs Program next academic year.



Organisation Chart of your Company:

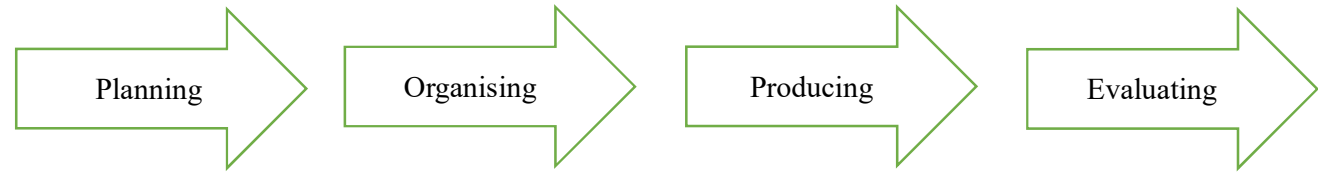


Jobs and Responsibilities of each department:

Sales and Marketing Department	Product Design and Production Department	IT Department	Finance Department
Responsibilities: <ul style="list-style-type: none"> - Develop marketing strategies - Create sales that satisfy organisational objectives 	Responsibilities: <ul style="list-style-type: none"> - Manage and control the resources used in the production - Design an effective production process - Design and produce quality products 	Responsibilities: <ul style="list-style-type: none"> - Assist other departments by providing them the functionality they need in IT. 	Responsibilities: <ul style="list-style-type: none"> - Plan, allocate and control the financial resources
Jobs: <ul style="list-style-type: none"> - Make a marketing proposal - Formulate the marketing mix strategies 	Jobs: <ul style="list-style-type: none"> - Design and produces quality products - Purchase and control all materials used in the production 	Jobs: <ul style="list-style-type: none"> - Design and produces promotional materials 	Jobs: <ul style="list-style-type: none"> - Prepare a budget and income statement - Keep record of business transactions - Work with other departments to manage the finance



Entrepreneurial Journal:



- Elect Board of Directors and management team
- Design a company name and company logo
- Design the products
- Search for suppliers
- Make a proposal
- Prepare a budget

- Produce the products
- Design promotional materials
- Record the business transactions
- Design the booth

- Produce promotional materials
- Promote the products
- Decorate the booth and sell the products
- Record the business transactions
- Prepare an income statement

- Prepare an evaluation report
- Consolidate the survey result

Enjoy

Task 1 Forming a Company (Completed by CEO and Directors)

Task Description:

You are going to form a business and design a company name, company logo, company vision and organisation chart for your business.

Planning


Company Name: _____

Company Vision: _____

Company logo

Organisation chart:

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graph TD; CEO[CEO] --- SM[Sales and Marketing Director]; CEO --- PDP[Product Design and Production Director]; CEO --- ITD[IT Director]; CEO --- FD[Finance Director]; SM --- S5B[5 BAFS and Economics Students]; PDP --- S5VA[5 Visual Arts Students]; ITD --- S5ICT[5 ICT Students]; FD --- S5A[5 Accounting Students];
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Task 2 Product Design (Completed by Visual Arts Students)

Task Description:

You are going to design some products and sell them to LTPSS students and staff in the Selling Activity.

Planning

1) What products are you going to sell?

2) Why do you choose these products?

3) Draw the design of your products.

4) Who will make the products? If the products are made from a manufacturer, please provide two quotations. If the products are made by yourself, list all materials and costs concerned.

Quotations (The products are made or purchased by a company)

	Company Name	Contact Phone Number	Products	Price
1)				
2)				

Costs and materials (The products are made by yourself)

Material	Cost	Suppliers' Information
		Name: _____ Phone Number: _____
		Name: _____ Phone Number: _____
		Name: _____ Phone Number: _____
		Name: _____ Phone Number: _____

Task 3 Budgeting (Completed by Accounting Students)

Task Description:

You are going to prepare a budget for production of the products.

Planning

	_____ Company	
	Budget	
Income:		\$ \$
Expenditure:		
Surplus/Deficit		

Task 4 Promotional Activity (Completed by Economics and Business Management Students)

Task Description:

You are going to design your promotional material, such as a video, leaflet and poster, and promote your products during the class teacher periods.

Planning

1) Describe your promotion strategies.

Complete the design of your promotional materials in the space below.

Task 5 A Promotional Video (Completed by ICT Students)

Task Description:

You are required to make a video to promote the products.

Draw the story boards of your videos

Task 6 Proposal (Completed by the Economics and Business Management Students)

Task Description:

You are going to make a proposal for the Selling Activity.

Planning

Proposal

Company Name: _____

Activity: _____

Objective: _____

Target customers: _____

Marketing Mix Strategy:

Product	_____ _____ _____ _____
Price	_____ _____ _____ _____
Place	_____ _____ _____ _____
Promotion	_____ _____ _____ _____

Task 8 Pricing Strategies (Completed by Accounting Students)

Task Description:

You are going to set the price and profit margin of your products.

Planning

1) List all the costs of your products

Item	Cost

2) How much will you sell for your products?

Product	Cost	Profit Margin	Selling Price

3) Estimate your expected profit

Product	Expected Sales Volume	Selling Price	Cost	Expected Profit

Task 9 Bookkeeping (Completed by Accounting Students)

Task Description:

You are going to record all business transactions in a book.

Organising/Producing

Bookkeeping		
Invoice Date	Detail	Amount

Recorded by _____
 Signature: _____
 Date: _____

Task 10 Financial Report (Completed by Accounting Students)

Task Description:

You are going to prepare an income statement for the Charity Sale Activity.

Producing

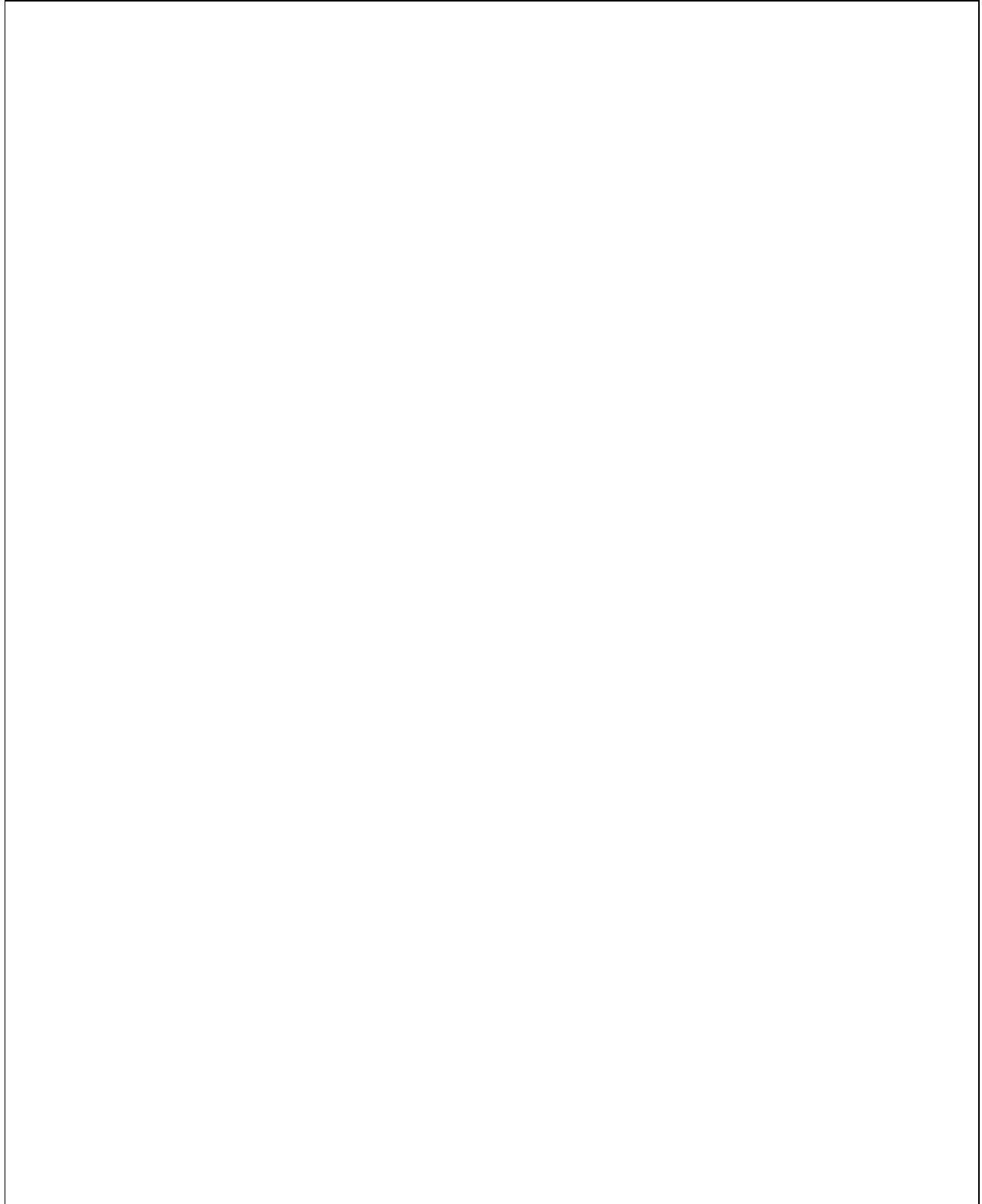
	_____ Company		
	Income Statement for the year ended 10 January 2018		
	\$	\$	\$
Sales			
Cost of goods sold			
Gross Profit / Gross Loss			
Other revenue			
Expenses			
Net Profit / Net Loss			



Task 11 Final Products and Selling Activity (Completed by ICT Students)

Task Description:

You are required to take photos of the Charity Sale Activity and stick the photos on the space below.



Task 12 Evaluation (Completed by CEO and Directors)

Task Description

- 1) You are going to write an evaluation report about the strengths and weaknesses of your company.

Evaluating

Evaluation Report

- 2) Identify the strengths and weaknesses of your company

Strengths	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
Weaknesses	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

- 3) Identify the improvement that need to make in your company.

- 4) Did the expected profit meet the actual profit and why? (For the winning group only)



How Did I Do?

What did I do well?

Did I try my best?

What did not work?

How can I do better?

What can I use to help me?

