

# Oxford Enterprise Camp Activities

## Themed Camps based on contextualized Enterprise

### Sample of real contexts currently available

#### **Simply Enterprise**

*You have the space and the unique location..... Now get on and form an enterprise camp that you can market to education providers across Europe.*

Very open ended programme where students have to assess their current situation, assets and opportunities. From that organising an operational structure and task delegation to achieve their own identified goals.

Groups will be expected to produce a workable business plan with all key resources identified and structured such that they can present their product to an investment panel.

#### **Enterprise and Skills Fair**

*Using the base of Hillend you are to plan and prepare a proposal for the highest quality Enterprise and Skills fair that will attract a large audience as a one day event.*

Oxfordshire currently does not host a comprehensive Skills and Enterprise Fair; whilst others run across the UK. They present an opportunity for Business and Education communities to share common goals and have become landmark features that focus on the regional economy, its opportunities and needs from both education and employers. Groups will be expected to research prior to the camp existing fairs in different parts of the country, e.g Solent Skills fair, now one of the largest annual events of its type in the South East. They will identify not only the participants in terms of delegates and exhibitors but the infrastructure that makes it all happen. Logistics of transport, catering, marketing, product development etc. From these needs micro-business planning can take place to offer the required services from within their own college.

#### **Sustainable Transport for Oxford**

*Oxford is a city of bicycles, that is keen to embrace low carbon transport solutions. You are to produce a business that will provide a zero carbon electric bike hire service initially operating out of the Railway station car-park.*

A comprehensive program that can include technical as well as enterprise contexts, where students use the location to convert existing bikes into electric bikes at a competitive price. They also offer the service to rent a bike by the day or longer with a recharging facility that is totally driven by off grid sources. The technical as well as the marketing aspects of this programme make it unique in covering skills that can be balanced to suit the client group, from very technical product development to the launch and development of the business model.

#### **Craft Enterprise**

*You are to develop a unique craft sales and production company that sources and produces goods that have a clearly defined market that you will implement at craft fairs local to Oxford City centre offering employment across a range of skills sets.*

The opportunity exists for an easy entry enterprise in craft goods production and sales, particularly with seasonal peaks of tourism in the summer and Christmas in the winter. This program can be aimed at skills of producing the products as well as the costing of both the production and marketing to form a business plan that also has practical craft skills of wood work and wood turning that can be seen as dynamic features of a sales location. The planning and execution of attending markets and fairs will be a key feature in focusing the activity to pre-defined points in the programme. Opportunities for product and business plan development will shape the model going forwards.

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All the above have clear learning objectives and can be delivered as a stand alone programme or tailored to your individual requirements

We offer a service of planning and delivery with your team prior to pupil engagement. This in itself can be focused as an offsite INSET where ideas are developed to reach your targets of audience, retention, curriculum coverage etc

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## Curriculum mapping

Key themes within the programmes that fit with the Enterprise and Entrepreneurship Diploma:

<b>Mandatory units</b>		<b>Coverage</b>
1	The Innovative Entrepreneur	Yes
2	Business Planning and Pitching	Yes
3	Financial Planning and Implementation	Yes
4	Launching your Business Vision	Yes
5	Monitoring the Performance of your Business	Yes
6	Operating your Business	Yes
7	Planning the Future Strategy of your Business	Yes
8	Leadership and Teamwork	Yes
<b>Optional Units</b>		
9	Working as an Intrapreneur	No
10	Market Research and Analysis	Yes
11	Financial Literacy and Awareness	Some
12	Business in an International Context	Some
13	E-marketing and Website Design	Some
14	Brand Development and Promotion	Yes
15	Social Enterprise	Yes