

ABW Enterprise Education

A) A statement of the specific intended learning outcomes of the course

ABW Enterprise Education is a business enterprise program that allows students to understand what it is like to work in a business or any organisation in a vocational setting. The course consists of a full week of the ABW challenge plus an induction session and a review amounting to a 50 hour course.

The purpose of the program is to give students a hands on and real world learning experience of taking ownership of a business which either operates in the manufacturing/IT, hospitality or retail industries. Student are challenged to

- operate a business in a computer simulated business environment
- develop a new idea for the business: plan and build a prototype of a product or product range; or develop a hospitality / tourism project.
- Develop a marketing strategy including a TV commercial, web page and a trade display
- Produce a written report and orally present their new business idea.

This subject gives students a chance to develop their skills in such areas as

- team work
- communication
- leadership
- enterprise and creativity
- innovation
- time management.

These skills are aligned to common employability skills and workplace competencies and provide students an excellent opportunity to nurture and develop these skills in an engaging and relevant program.

The intended learning outcomes of ABW Enterprise Education are aligned to the national **Employability Skills Framework** which specifies eight skill groupings to describe and define employability skills:

1. **communication** skills that contribute to productive and harmonious relations between employees and customers
2. **team work** skills that contribute to productive working relationships and outcomes
3. **problem-solving** skills that contribute to productive outcomes
4. **initiative and enterprise** skills that contribute to innovative outcomes
5. **planning and organising** skills that contribute to long-term and short-term strategic planning
6. **self-management** skills that contribute to employee satisfaction and growth
7. **learning** skills that contribute to ongoing improvement and expansion in employee and company operations and outcomes
8. **technology** skills that contribute to effective execution of tasks.

(Development of a Strategy to Support the Universal Recognition and Recording of Employability Skills, A Skills Portfolio Approach December 2004)

Employability Skill 1

Communication skills

Level A	Level B	Level C
Without ABW mentor guidance, a student can:	Without ABW mentor guidance, a student can:	Without ABW mentor guidance, a student can:
communicate ideas and information clearly and accurately all of the time	communicate ideas and information clearly and accurately most of the time	communicate ideas and information clearly and accurately some of the time
communicate information, ideas and concepts about the ABW simulation to team at appropriate times	communicate information and ideas about the ABW simulation to team	collect and communicate information about the ABW simulation for company meetings
effectively communicate to team information, concepts and ideas on video commercial and trade display, and for writing of report	communicate to team information and ideas on video commercial and trade display, and for writing of report	collect and communicate to team available information on video commercial and trade display, and for writing of report
effectively communicate new product concept through commercial and trade display with impact on audience	effectively communicate new product concept through commercial and trade display	communicate new product concept through video commercial and trade display

effectively communicate information, concepts and achievements to readers of written report and through oral report to invited audience	communicate information, concepts and achievements to readers of written report and through oral report to invited audience	communicate information to readers of written report and through oral report to invited audience
demonstrate high level writing skills	demonstrate competent writing skills	demonstrate writing skills
fluent use of mathematical ideas and techniques to report on company achievements	competent use of mathematical ideas and techniques to report on company	use mathematical techniques and solve problems where required to report on company achievements
demonstrate high level speaking skills	demonstrate competent speaking skills	demonstrate speaking skills
where appropriate, respond to requests for advice to assist others to communicate effectively	where appropriate, respond to requests for advice	where appropriate, seek clarification and advice

Employability Skill 2

Team work skills

Level A	Level B	Level C
Without ABW mentor guidance, a student can:	Without ABW mentor guidance, a student can:	Without ABW mentor guidance, a student can:
cooperate and participate; and takes responsibility and facilitates group discussions and activities most of the time	cooperate and participate in group discussions and activities most of the time	cooperate and participate in group discussions and activities some of the time
effectively lead and motivate team through planning and organising company meetings during simulation, and on video commercial, trade display and oral report	effectively work with others in team during simulation, and on video commercial, trade display and oral report	cooperate with others in team during simulation, and on video commercial, trade display and oral report
demonstrate improvement in group participation and leadership skills	seek improvement in group participation and group dynamics	understand the need to seek improvement in group participation and group dynamics
identify changed conditions in group structures and relationships and facilitate processes to respond constructively to major changes	understand changed conditions in the group and help the leaders to respond constructively	work within the group and understand the value of working well in a team

Employability Skill 3

Problem-solving skills

Level A	Level B	Level C
Without ABW mentor guidance, a student can:	Without ABW mentor guidance, a student can:	Without ABW mentor guidance, a student can:
define and solve complex business problems arising from the simulation, including the assessment of balance sheets and profit / loss statements, and calculation of share price	competently solve business problems arising from the simulation including the assessment of balance sheets and profit / loss statements	solve business problems arising from the simulation where required
fluently use mathematical ideas and techniques to make company decisions	competently use mathematical ideas and techniques to make company decisions	use mathematical techniques where required
define and solve creative and technical problems at a high level during the making of the video commercial, in preparation for the trade display and in writing and presenting of report	competently solve creative and technical problems during the making of the video commercial, in preparation for the trade display and in writing and presenting of report	solve creative and/or technical problems where required during the making of the video commercial, in preparation for the trade display and in writing and presenting of report

Employability Skill 4

Initiative and enterprise skills

Level A	Level B	Level C
Without ABW mentor guidance, a student can:	Without ABW mentor guidance, a student can:	Without ABW mentor guidance, a student can:
contribute original ideas and participate in brainstorming most of the time	contribute to ideas and participate in brainstorming most of the time	contribute to ideas and participate in brainstorming some of the time
use insightful analysis to make company decisions in the simulation	use routine analysis to make company decisions in the simulation	collect relevant information to make company decisions in the simulation
evaluate ideas and expand ideas by researching and adapting from other information most of the time	evaluate ideas and expand ideas by researching and adapting from other information some of the time	understand the need to evaluate ideas

Employability Skill 5

Planning and organising skills

Level A	Level B	Level C
Without ABW mentor guidance, a student can:	Without ABW mentor guidance, a student can:	Without ABW mentor guidance, a student can:
collect, organise and easily access all available information including previous company results	collect and organise available information including previous results for meetings	collect and communicate information for company meetings
set targets in levels of production, staffing numbers, marketing budgets, prices, advertising; then consider, select and use strategies to achieve targets	set targets and use strategies to achieve them	assist set targets and understand strategies to achieve them
effectively lead team through planning and organising company meetings and activities; distribute assignments and tasks necessary to meet company objectives	plan and organise company meetings and individual activities	organise activities at individual level
collect, organise and access all available information about making of video commercial and setting up trade displays	collect, organise and communicate available information about making of video commercial and setting up trade displays	collect and communicate available information about making of video commercial and setting up trade displays
effectively lead and motivate team in planning storyboard, script, props and rehearsals, and in planning trade display including organising the collection and preparation of materials	plan and organise storyboard, script, props and rehearsals, and plan and organise trade display including collection of materials, at individual and team level	organise activities at individual level
identify changed conditions and adapt plans to respond constructively to major changes	identify changed conditions and adapt plans to meet changes	identify conditions and understand with explanation to plan and organise

Employability Skill 6

Self-management skills

Level A	Level B	Level C
Without ABW mentor guidance, a student can:	Without ABW mentor guidance, a student can:	Without ABW mentor guidance, a student can:
participates willingly and enthusiastically in all activities and takes responsibility for most activities	participates willingly and enthusiastically in all activities and takes responsibility for some activities	participates willingly and enthusiastically in most activities
responsibly manage activities within proposed times	help to manage activities within proposed times	understand the need to complete activities within proposed times
work independently all of the time	work independently most of the time	complete tasks with some guidance

Employability Skill 7

Learning skills

Level A	Level B	Level C
Without ABW mentor guidance, a student can:	Without ABW mentor guidance, a student can:	Without ABW mentor guidance, a student can:
plan, reflect on, and direct own learning, knowing when to seek assistance from ABW mentors, peers, the ABW manual and technology including the ABW simulation	plan own learning, knowing when to seek assistance from ABW mentors, peers, the ABW manual and technology including the ABW simulation	seek assistance from ABW mentors, peers, the ABW manual and technology including the ABW simulation
apply strategies to persist with and learn from problems independently and collaboratively	persist with and learn from problems independently and collaboratively	learn from problems independently and / or collaboratively
exhibit knowledge and insights, and motivation and enthusiasm for learning, about running a business	exhibit some knowledge, and enthusiasm for learning, about running a business	show a willingness to learn about running a business

Employability Skill 8

Technology skills

Level A	Level B	Level C
Without ABW mentor guidance, a student can:	Without ABW mentor guidance, a student can:	Without ABW mentor guidance, a student can:
appropriately choose and effectively use available technology including calculators for company decisions in simulation	competently use available technology including calculators for company decisions	use available technology including calculators where required for company decisions
appropriately choose and effectively use available technology for trade display and video commercial	competently use available technology for trade display and video commercial	use available technology where required for trade display and video commercial
appropriately choose and effectively use available software and hardware for report preparation and oral presentation	competently use available software and hardware for report preparation and oral presentation	use available software and hardware where required for report preparation and oral presentation

B) The standards required to determine successful completion of the course

The final award will be determined by the host school from achievement in the eight skill groupings.

The minimum requirements for an award in ABW Enterprise Education are as follows:

Distinction

six A levels, two B levels

Merit

three A levels, three B levels, two C levels

Credit

five B levels, three C levels

Satisfactory

seven C levels

No Award

fewer than seven C levels, or did not participate in all components

Withdrawn

did not attend full program

C) The process for determining the expected standard

Teachers and trained ABW mentors assess students' levels of achievement against the employability skills.

The teachers and mentors assess involvement by each student in each of the five main ABW tasks (simulation, written report, oral report, trade display and video commercial) and compare their observations to the descriptors in each of the above tables. This process will determine the student's level of achievement against each of the employability skills.

Student assessment is made by teachers and ABW mentors using such evidence as:

- simulation share price and other performance indicators
- product, service or enhancement created
- notes for oral presentation
- oral presentation
- video commercial
- meeting deadlines
- reflective work journals
- student log books
- oral explanation of progress and process
- written report
- physical demonstration of understanding of written or oral instructions
- discussion
- folios of tasks or investigations
- performing practical tasks
- a portfolio of accumulated evidence
- mentor / teacher observation
- self-assessment inventories
- video and photographic evidence.

Both teacher and business mentors are required to be inducted to the ABW program and the assessment process. At the end of the week all mentors are required to attend a moderation process meeting to ensure a consistency of assessment.