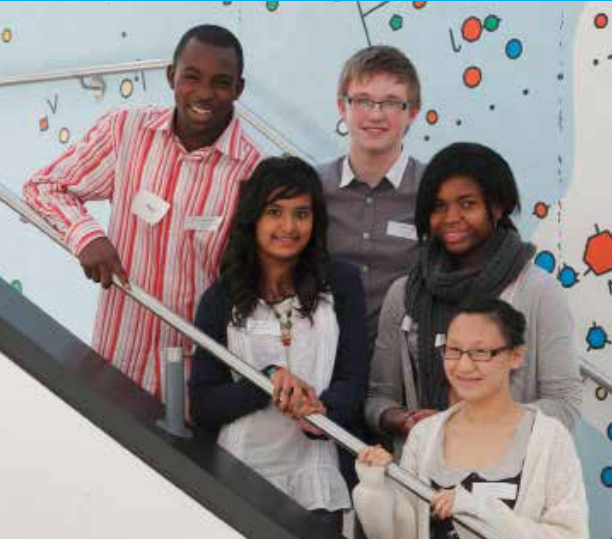


# The Big Deal 2014



**UniTracks**

WARWICK YOUNG ACHIEVERS PROGRAMME

**Teacher Guide**

# This guide

This guide is deliberately brief as the most comprehensive and useful guidance can be acquired by reviewing the mentor and student guides.

## What is the Big Deal?

The Big Deal is a project running in Spring 2014. Warwick Business School, Brightside and UniTracks at The University of Warwick have joined forces to develop this opportunity specifically for young people who are gifted and talented but under-represented in higher education. Students participating in the project compete in teams of 3 or 4 students to prepare a business plan. Students should have a choice as to whether their enterprise is a social (i.e. not for profit) or a business enterprise.

The project runs for ten weeks: students are given ten tasks to complete and each week the team will meet to discuss the particular task for that week. They will need to agree who will do what in preparation for the following week. Each team will have a business mentor and access to an e-mentoring website called Big Deal Blogs where they can communicate securely online. Online support from a business mentor is a central part of the project. They will be able to ask their mentor for help and advice, and the website will give them access to lots of further information.

The project ends with a celebration event on the 10 April 2014 where each team will present their ideas before an invited audience and a panel of judges.

The ideas should fit within a budget for set-up funding of between £500 and £5,000 to allow for reasonable comparison of ideas. Please note that completed business plans and task activity sheets will need to be forwarded to the UniTracks team prior to the final event in order for them to be reviewed beforehand.

Please feel free to log onto Big Deal Blogs by going to [www.bigdealblogs.com](http://www.bigdealblogs.com) and take a look around.

It is worth noting that anyone can access the knowledge bank so please feel free to recommend that students who are not part of this particular project also use it.

This guide should be read in conjunction with the Student Guide and the Mentor Guide, which will provide teachers with an overview of all aspects of the project.



## Learning outcomes and benefits

The Challenge is designed as an extra-curricular project involving weekly meetings plus additional tasks that can be divided between the business team.

Students will have evidence that they took part in a national enterprise challenge supported by an experienced business mentor. This will look good on their CV and give them something very positive to talk about in interviews. The activity is akin to a version of BBC's Dragons' Den and should be popular with students.

There are a number of potential learning outcomes from the activity. Students have the opportunity to:

- **Have some fun and learn from other people in their team**
- **Develop an online relationship with a mentor who will be an experienced business person**
- **Develop an original idea to a point where they can present it before an audience**
- **Compete with other teams from across the country to produce the best enterprise idea**

### The enterprise skills they will use and develop are:

- **Creativity**  
generating interesting or new ideas for their enterprise
- **Risk taking**  
making a decision to develop one of their ideas
- **Risk management**  
testing out their idea with other people
- **Can-do attitude**  
pushing themselves and their team to achieve all the tasks in order to be ready for the final event
- **The drive to make ideas happen**  
being positive and motivated to make their idea a success.

### Other skills they will use are:

- **Team working**  
working collaboratively, involving everybody and getting the best from all members of the team
- **Organisation skills**  
planning to complete all the tasks against a tight timescale each week
- **Communication skills**  
getting the most benefit from their online business mentor
- **Presentation skills**  
making an interesting pitch at the final event.

## The role of the teacher

The project is designed with busy teachers in mind and we acknowledge that this activity will represent one of many commitments that you will have alongside teaching in the classroom every day.

As this is an enterprise challenge an important aspect of the pedagogy is a hands-off approach to enable the team to lead and take ownership of their project, to learn from their mistakes, and to be empowered.

The role of the teacher is to support the team as a facilitator, an enabler, a sounding board, rather than the leader of the learning. The students have access to a wealth of guidance on the Big Deal Blogs website. Through the website they can also communicate with their own business mentor.

Remember your role is to facilitate and support not to lead although your students may come to you if they are experiencing any problems. Please contact the UniTracks Director if there is anything with which you need help or guidance. If there is a technical problem please contact Brightside direct. The web editor is specifically there to help with any problems that may occur.

## Contact details

You can email Brightside at [support@thebrightsidetrust.org](mailto:support@thebrightsidetrust.org)

The UniTracks programme contact is:

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024 7657 4051

## Weekly Teachers' Guide

Week	Student tasks	Preparation for next week	Suggested teacher tasks
Preparation	<ul style="list-style-type: none"> <li>View the Big Deal introductory video</li> <li>Select team members</li> <li>Choose &amp; submit team name</li> <li>Read Student Guide</li> <li>Understand the Big Deal project</li> </ul>	<ul style="list-style-type: none"> <li>Ideas for introductory video</li> <li>Ensure understanding of how to use Big Deal Blogs</li> </ul>	<ul style="list-style-type: none"> <li>Read Teacher Guide</li> <li>Ensure students understand the project</li> <li>Agree when and where students will meet</li> <li>Book rooms and ensure access to internet</li> </ul>
<b>1</b> Introductions (w/c 3 Feb)	<ul style="list-style-type: none"> <li>Review team strengths &amp; weaknesses</li> <li>Create 2-minute video introducing the team to the mentor</li> <li>Upload video to Big Deal Blogs</li> </ul>	<ul style="list-style-type: none"> <li>Internet research into ideas for businesses or social enterprises</li> <li>Think of questions to ask mentor and/or University of Warwick representatives at the Big Deal Launch on 14 Feb.</li> <li>SWOT analysis – ready to share at the Big Deal launch.</li> </ul>	<ul style="list-style-type: none"> <li>Assist with filming of video</li> <li>Check video and assist with upload</li> <li>Ensure students understand difference between business &amp; social enterprises</li> <li>Discuss issues the team might ask their mentor about.</li> <li>Access grant for materials (£25)</li> </ul>
<b>2</b> Creating Ideas (w/c 10 Feb)	<ul style="list-style-type: none"> <li>Decide on type of enterprise</li> <li>Share enterprise ideas</li> <li>Watch mentor's video message &amp; post response</li> <li>Attend Big Deal Launch at the University of Warwick on Fri 14 Feb</li> </ul>		<ul style="list-style-type: none"> <li>Prepare for visit to Warwick for Big Deal Launch (14 Feb)</li> </ul>
The Big Deal Launch at Warwick (14 Feb)	<ul style="list-style-type: none"> <li>Get to know mentor</li> <li>Share enterprise ideas</li> <li>Share SWOT analysis &amp; first part of business plan</li> <li>Have fun!</li> </ul>	<ul style="list-style-type: none"> <li>Action plan for completing business plan</li> <li>Set aims &amp; objectives</li> </ul>	<ul style="list-style-type: none"> <li>Check team's understanding of discussion with mentor</li> <li>Make sure they understand the need to have a good business plan that is clearly written</li> </ul>
<b>3</b> Testing the market (w/c 17 Feb)	<ul style="list-style-type: none"> <li>Review ideas and discussion with mentor at Big Deal Launch</li> <li>Review aims &amp; objectives and agree final version</li> <li>Decide on market research strategy</li> <li>Consider risks and how to reduce them</li> </ul>	<ul style="list-style-type: none"> <li>Carry out market research and testing</li> <li>Contact mentor</li> </ul>	<ul style="list-style-type: none"> <li>Advise team on the limitations of the market research they can undertake</li> </ul>
<b>4</b> Budget (w/c 24 Feb)	<ul style="list-style-type: none"> <li>Review market research findings</li> <li>Review mentor's message</li> <li>Draw up budget</li> </ul>	<ul style="list-style-type: none"> <li>Complete first &amp; second part of business plan</li> <li>Contact mentor</li> </ul>	<ul style="list-style-type: none"> <li>Review the proposed budget to see if there are any important errors or omissions</li> </ul>
<b>5</b> Prototype (w/c 3 Mar)	<ul style="list-style-type: none"> <li>Create prototype or marketing materials for product/service</li> <li>Review mentor's message</li> </ul>	<ul style="list-style-type: none"> <li>Further work on prototype or marketing materials</li> <li>Research different kinds of marketing materials and online tools</li> <li>Contact mentor</li> </ul>	<ul style="list-style-type: none"> <li>Agree on a process for students to access the grant to pay for materials</li> <li>Provide access to workshop tools and equipment for the making of prototypes</li> </ul>
<b>6</b> Marketing materials (w/c 10 Mar)	<ul style="list-style-type: none"> <li>Create web page or other marketing material for product/service</li> <li>Review mentor's message</li> </ul>	<ul style="list-style-type: none"> <li>Further work on web page or marketing materials</li> <li>Contact mentor</li> </ul>	<ul style="list-style-type: none"> <li>Provide access to the internet for creation of web page or other marketing materials/tools</li> </ul>
<b>7</b> Business Plan (w/c 17 Mar)	<ul style="list-style-type: none"> <li>Discuss remaining parts of the business plan</li> <li>Review mentor's message</li> </ul>	<ul style="list-style-type: none"> <li>Complete third part of business plan</li> <li>Contact mentor</li> </ul>	<ul style="list-style-type: none"> <li>Review business plan to ensure all parts have been completed</li> </ul>
<b>8</b> Learning (w/c 24 Mar)	<ul style="list-style-type: none"> <li>Review learning from the project</li> <li>Review mentor's message</li> <li>Prepare for presentation</li> </ul>	<ul style="list-style-type: none"> <li>Prepare presentation</li> <li>Contact mentor</li> </ul>	<ul style="list-style-type: none"> <li>Ask students about what they have learned from the project in order to encourage reflection</li> <li>Organise transport and parental permission for the celebratory event</li> </ul>
<b>9</b> Presentation (w/c 31 Mar)	<ul style="list-style-type: none"> <li>Rehearse 'pitch' or presentation</li> <li>Review mentor's message</li> </ul>	<ul style="list-style-type: none"> <li>Check everything is ready for the presentation</li> <li>Send presentation to UniTracks Team</li> <li>2 April: deadline for submitting business plan</li> </ul>	<ul style="list-style-type: none"> <li>Take the opportunity to offer some feedback on the presentation if requested</li> <li>Finalise transport details for visit to University of Warwick on 10 April</li> <li>Complete project evaluation forms</li> </ul>
<b>10</b> Big Deal Final at Warwick (10 April)	<ul style="list-style-type: none"> <li>Attend the Big Deal Final</li> <li>Be prepared</li> <li>Be confident</li> <li>Enjoy the experience!</li> </ul>		

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