



The Phoenix Partnership (East) Ltd

BoomBizz™

This activity satisfies a number of the elements of the QCA Economic wellbeing 11-19: career, work-related learning and enterprise framework.

- No. 1 Recognise, develop and apply their skills for enterprise and employability.
- No. 6 Learn about how and why businesses operate.
- No. 7 Learn about working practices and environments.
- No. 8 Undertake tasks and activities set in work contexts.
- No. 9 Engage with ideas, challenges and applications from the business world.

BoomBizz™ aims to add to student's understanding of business by involving them in an exciting 'hands-on' game, simulating a new business start-up. Students experience the excitement of setting up and running their own business, choosing a market, manufacturing products and selling them to customers.



Objectives of the game:

1. To promote an enterprise culture amongst young people.
2. To give students the opportunity of learning about real business strategies.
3. To give students the experience of meeting customer expectations and supply and demand.
4. To manage risk taking and operate a business in a highly competitive market.
5. To support learning in a fun way.

Suggested Year group: Years 9, 10, 11, 12 or 13
Number of students: Min 20, max 70 plus 6 facilitators
Suggested time needed: half day (2-3 hours)

For information about this and other programmes The Phoenix Partnership (East) can offer call 01268 249799 or email contactus@tppe.org