

TEACHER ORIENTATION PART 2



DELIVERING JEP IN THE CLASSROOM

INTRODUCTION

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Welcome to Part 2 of JEP Teacher Orientation!

GETTING STARTED

GETTING STARTED



THE JEP CLASSROOM KIT

The JEP Classroom Kit includes everything you need to deliver JEP in the classroom. The kit includes a step-by-step teacher's guide, activity sheets, classroom posters and folder dividers. The kit also contains promotional posters which can be displayed around the school.

GETTING STARTED



SCHEDULING AND TIME MANAGEMENT

Teachers who are new to JEP can find time management a challenge. If this is your first time running the programme, we suggest allowing 14 – 16 weeks to complete it and submit your JEP folder.

You will find a classroom schedule wall chart in the Classroom Kit. We have created the classroom schedule to keep you on track at each step of the programme, and to allow you to create your own customised JEP calendar.

CURRICULUM LINKS

JEP has been designed with specific reference to the curriculum for senior classes in primary school. Each chapter of the Teacher's Guide includes a page demonstrating how the chapter can be linked to the curriculum. You will also find additional background information on curriculum links on www.juniorentrepreneur.ie

JEP CLASSROOM SCHEDULE

Step 1

OPENING THE DOOR TO ENTREPRENEURSHIP: PUPILS BEGIN TO IDENTIFY ENTREPRENEURS AND LEARN ABOUT ENTERPRISE SKILLS AND ENTREPRENEURIAL CHARACTERISTICS.

ALLOW 1 WEEK

WRITE YOUR FINISH
DATE HERE

Step 2

EXPLORING NEW IDEAS: PUPILS GENERATE BUSINESS IDEAS. THEY PITCH THEIR TOP IDEAS TO THE 'DRAGONS'. THE JEP PROJECT IDEA IS CHOSEN.

ALLOW 2 - 3 WEEKS

WRITE YOUR FINISH
DATE HERE

Step 3

THE BUSINESS VISITOR: INVITE A LOCAL ENTREPRENEUR TO THE CLASSROOM TO SHARE THEIR EXPERIENCE AND MENTOR THE CLASS AS THEY CREATE THEIR OWN CLASSROOM BUSINESS.

ALLOW 1 WEEK

WRITE YOUR FINISH
DATE HERE

Step 4

WILL THE IDEA WORK: THE CLASS EXPLORES DIFFERENT FORMS OF MARKET RESEARCH. THEY TEST AND REFINED THEIR PROJECT IDEA AND RECORD THEIR FINDINGS.

ALLOW 1 WEEK

WRITE YOUR FINISH
DATE HERE

Step 5

ROLES & RESPONSIBILITIES: PUPILS IDENTIFY THEIR OWN STRENGTHS AND TALENTS. THEY FORM 5 TEAMS TO TURN THE IDEA INTO REALITY.

ALLOW 1 WEEK

WRITE YOUR FINISH
DATE HERE

Step 6

MAKING IT ALL HAPPEN: WORKING IN TEAMS, THE CLASS SOURCES MATERIALS, PLANS PRODUCTION AND WORK OUT HOW LONG IT WILL TAKE. THEY WORK OUT ESTIMATED COSTINGS AND BORROW FUNDS OR INVEST THEIR OWN MONEY. THEY PREPARE PROMOTIONAL MATERIALS TO MARKET THE PRODUCT/SERVICE. THEY RECORD AND COMMUNICATE THE JEP BUSINESS STORY.

ALLOW 3 - 5 WEEKS

WRITE YOUR FINISH
DATE HERE

Step 7

SCHOOL SHOWCASE & PROGRAMME EVALUATION: THE CLASS ORGANISES A SCHOOL SHOWCASE DAY TO SHOW THEIR BUSINESS AND SELL THEIR PRODUCT/SERVICE. TEACHER AND CLASS EVALUATE THE PROJECT AND REFLECT ON THEIR ACHIEVEMENTS.

ALLOW 1 - 2 WEEKS

WRITE YOUR FINISH
DATE HERE

THE JEP FOLDER SUBMISSION DEADLINE IS WEDNESDAY, 5TH APRIL 2017.
PLEASE SEND YOUR FOLDER TO YOUR JEP PROJECT MANAGER BY THIS DATE

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JEP CLASSROOM SCHEDULE POSTER

GETTING STARTED



THE JEP PROJECT FOLDER

The JEP Project Folder is a wonderful record of the hard work and achievement of the teacher and their class.

You will find a submission checklist, listing all of the items that must be put in the folder in your Classroom Kit, this checklist will become the index for your folder. You will also find a set of pre-printed dividers to help you organise your folder by chapter.

A checklist is also included at the end of each chapter in the Teacher's Guide to remind you what items from the chapter need to go in the folder.

On successful completion of the programme, the class receives a JEP wall plaque, and the teacher and pupils are presented with Certificates of Achievement.

IDEA GENERATION

IDEA GENERATION

Teachers sometimes find the prospect of generating and choosing business ideas the most daunting aspect of JEP, however this is frequently the most exciting part of the process for many pupils.

Ideas that emerge organically from the pupils and have the support of the majority of the class are not only more creative and fun to work on, they also result in much more successful projects.

We have added lots of tips and suggested approaches to the Teacher's Guide to help the class to generate ideas.

Each pupil should get the opportunity to propose an idea, this is one of the cornerstones of JEP. Many of the ideas suggested may be impractical, however it is important to let imaginations run freely and discourage criticism or over-analysis of ideas at this stage.

IDEA GENERATION

By following the process of moving from the individual ideas of each pupil, to group ideas and finally, the selection of the 'Big Idea', with the help of the 'Dragons', you and your class will successfully settle on a workable project idea.

On occasion pupils who were passionate about their own suggestion may initially be disappointed that their idea will not be developed. This is just temporary, and subsequent activities such as interactions with the business visitor, market research and teambuilding exercises mean that all pupils quickly buy in to the 'Big Idea'

OUR BIG IDEA:

How?

HOW ARE YOU GOING
TO MAKE AND SELL
YOUR PRODUCT
OR SERVICE?

What?

DESCRIBE YOUR
BUSINESS IDEA.

Big Idea?

WRITE THE NAME OF YOUR
BUSINESS IDEA HERE AND
INCLUDE A PHOTOGRAPH
IF YOU WISH.

Who?

DESCRIBE YOUR
CUSTOMERS

Why?

HOW IS IT UNIQUE
OR DIFFERENT FROM
WHAT'S ALREADY
AVAILABLE?

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OUR BIG IDEA POSTER

THE BUSINESS VISITOR

THE BUSINESS VISITOR



The Business Visit is organised by the teacher. A template invitation letter and a list of suggested questions are provided in the Teacher's Guide.

The objectives of the Business Visit are to give pupils the opportunity to explore the life of an entrepreneur and the challenges associated with setting up a business by questioning a real entrepreneur; it also helps them gain an understanding of the concept of business mentoring and allows them to get practical advice from an experienced entrepreneur on their proposed classroom business.

MARKET RESEARCH

MARKET RESEARCH



The market research element of the programme gives pupils the opportunity to refine their business idea by investigating what their customers actually want and how much they are willing to pay.

The whole class should be involved in generating the market research questions and collecting market information from their potential customers through surveys, interviews or focus groups.

TEAMWORK

TEAMWORK

Teamwork is an integral part of JEP. Teachers who have completed JEP in the past have identified teambuilding skills as one of the key benefits of the programme.

The pupils learn that they can achieve an ambitious goal by working together and making best use of the different skills and talents of each individual pupil.

Chapter 5 of the Teacher's Guide focuses on Roles, Responsibilities and Teams.

Pupils break into 5 teams at this point in the project: - Design & Production, Sales, Marketing, Finance, and Storytelling.

The Teacher's Guide contains activities including 'My Treasure Trove of Talents' and 'Helping Hands' to help pupils identify their skills and talents.

TEAMWORK

It is helpful to emphasise to the class at this stage that all pupils will be involved in the core part of the business - i.e. making the product or delivering the service. The purpose of the project teams is to ensure that all other aspects of the business run smoothly; It's not always possible for pupils to join their preferred team so it is important to focus on the overall goal.

Encourage pupils who have particular skills to join the appropriate team.

For example, pupils who are particularly artistic can contribute well to the design of marketing materials.

Pupils who enjoy working with numbers will be an asset to the Finance Team.

Pupils with good organisational skills can contribute very well to the Design and Production team or the Sales team

TEAMWORK

Pupils with strong communication, presentation and computer skills will enjoy the work of the Storytelling team. We sometimes get questions about the role of the Storytelling Team; Storytelling equates to Public Relations and Corporate Communications in the business world.

This team is responsible for recording and effectively communicating the story of the JEP project, both within the school and to the wider community. This team also has particular responsibility for completing the compilation of the JEP submission folder

MAKING THE PRODUCT/ DELIVERING THE SERVICE

MANAGING PRODUCTION/SERVICE DELIVERY



The design and production element of the programme requires some advance planning.

Once the class has chosen the 'Big Idea' for their JEP Project and have made their first sample product, it is a good idea to work together to make a plan.

Together you will need to figure out how many products the class can realistically make in the time remaining, and how many hours this will take.

Identify suitable time slots during the school week, and allow adequate time for preparation before, and tidy up after each production session.

Be aware that sourcing and ordering materials from overseas sometimes takes longer than anticipated and can lead to delays in completing the programme.

PROJECT FOLDER EXAMPLES

PROJECT FOLDER EXAMPLES




The following is a selection of items from a variety of JEP Project Folders submitted in 2016. It does not represent a complete folder.

PROJECT FOLDER EXAMPLE

ACTIVITY SHEET 1

Katrina

Who is an Entrepreneur?



Draw a picture and/or write keywords you associate with the word 'Entrepreneur'

Creating	Losing money
Risking	Making Money
Producing things	Good invention
Making a profit	Business
Teamwork	is Successful

Worksheet Page 12

WHO IS AN ENTREPRENEUR?

PROJECT FOLDER EXAMPLE

ACTIVITY SHEET 1

Who is an Entrepreneur?

Scim
Carton

Lemonade

€2 Pair cup

Draw a picture and/or write keywords
you associate with the word 'Entrepreneur'

Working hard as a group	Making something new
Making Money	Hard working
Losing Money	Being happy with what you have
taking a risk	Being Charitable
Making people happy	Making the world a better place

Resources Page 13

WHO IS AN ENTREPRENEUR?

PROJECT FOLDER EXAMPLE



HELPING HANDS ACTIVITY

PROJECT FOLDER EXAMPLE



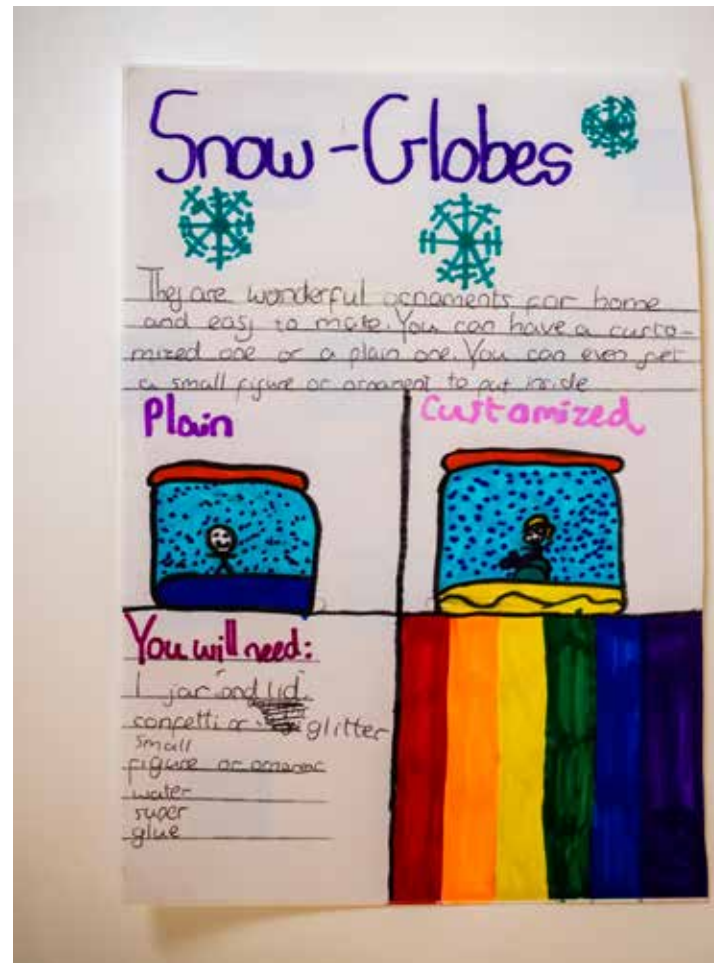
HELPING HANDS ACTIVITY

PROJECT FOLDER EXAMPLE



SAMPLE INDIVIDUAL IDEAS

PROJECT FOLDER EXAMPLE



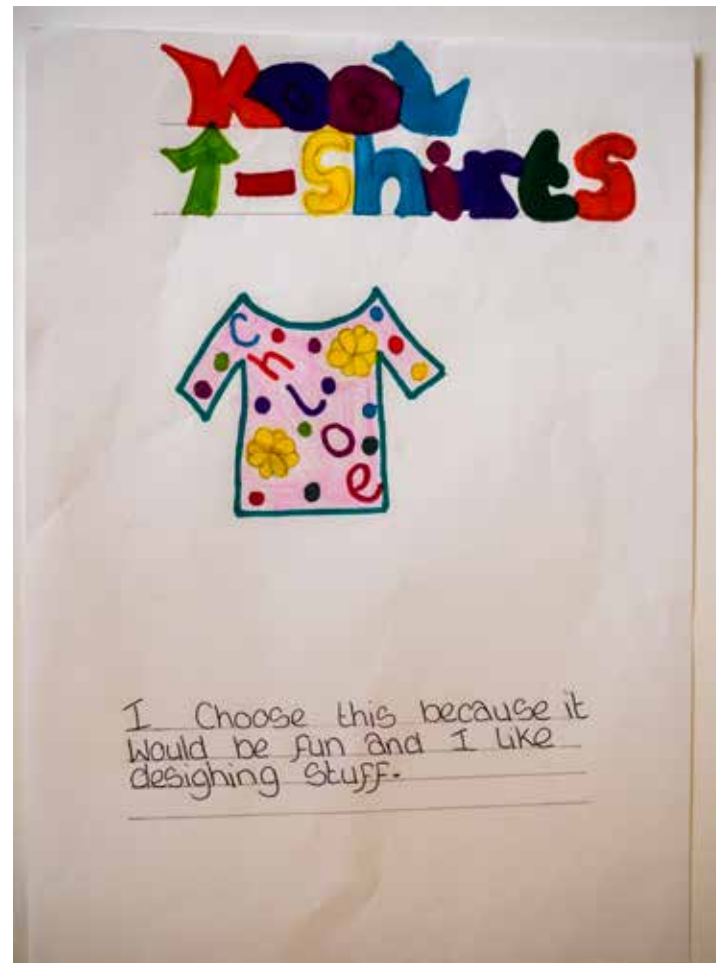
SAMPLE INDIVIDUAL IDEAS

PROJECT FOLDER EXAMPLE



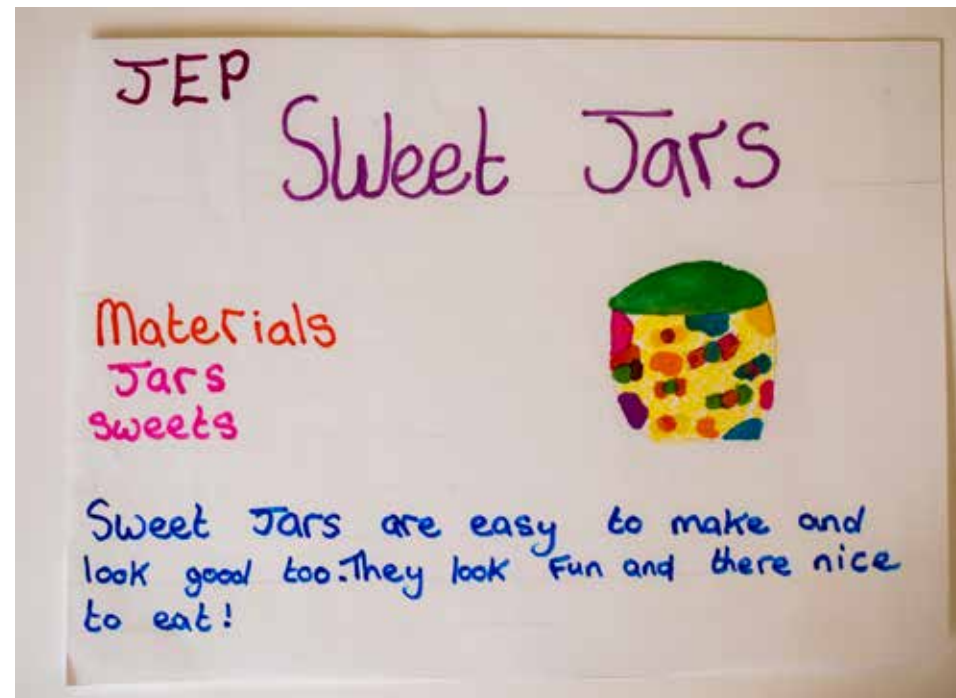
SAMPLE INDIVIDUAL IDEAS

PROJECT FOLDER EXAMPLE



SAMPLE INDIVIDUAL IDEAS

PROJECT FOLDER EXAMPLE



SAMPLE INDIVIDUAL IDEAS

PROJECT FOLDER EXAMPLE



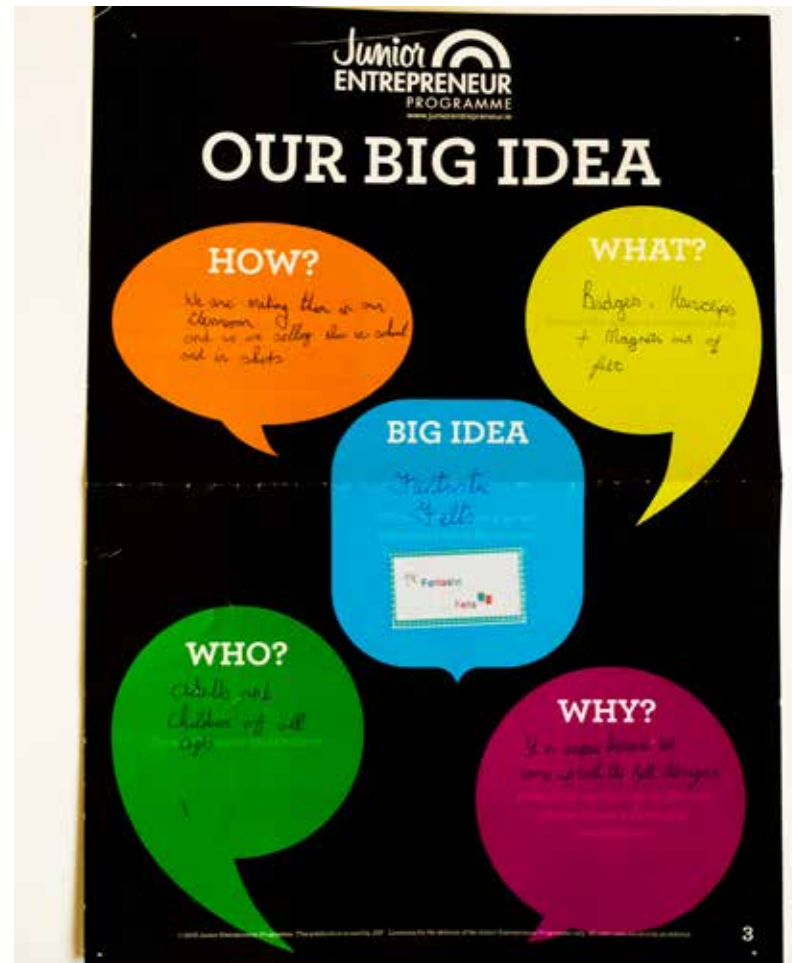
‘MEET THE DRAGONS’ POSTER

PROJECT FOLDER EXAMPLE



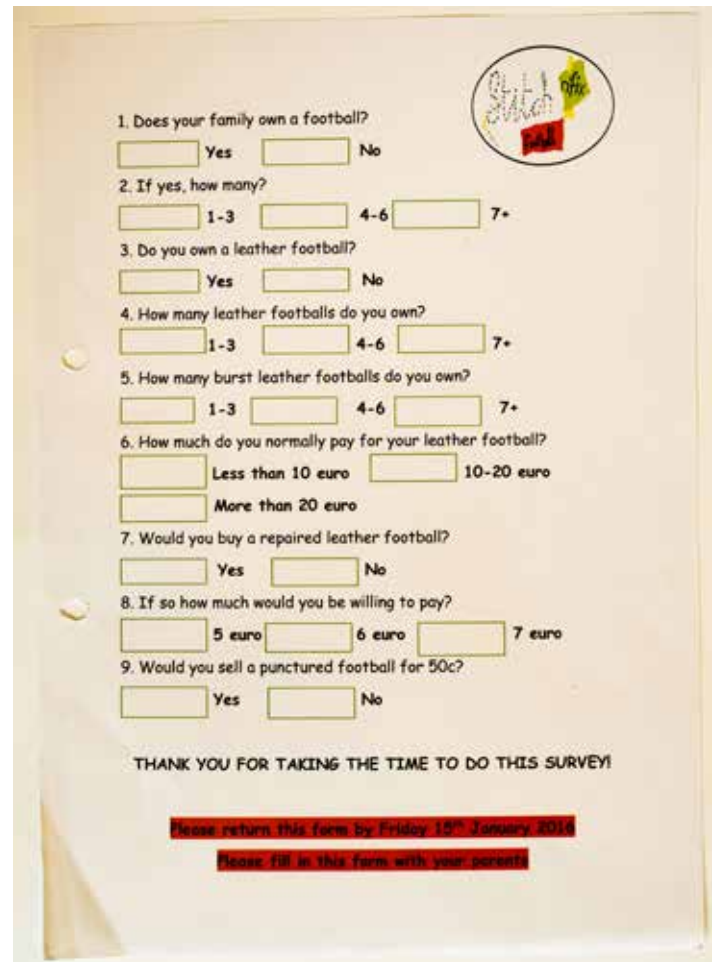
‘MEET THE DRAGONS’ POSTER

PROJECT FOLDER EXAMPLE



OUR 'BIG IDEA' POSTER

PROJECT FOLDER EXAMPLE



1. Does your family own a football?
☐ Yes ☐ No

2. If yes, how many?
☐ 1-3 ☐ 4-6 ☐ 7+

3. Do you own a leather football?
☐ Yes ☐ No

4. How many leather footballs do you own?
☐ 1-3 ☐ 4-6 ☐ 7+

5. How many burst leather footballs do you own?
☐ 1-3 ☐ 4-6 ☐ 7+

6. How much do you normally pay for your leather football?
☐ Less than 10 euro ☐ 10-20 euro
☐ More than 20 euro

7. Would you buy a repaired leather football?
☐ Yes ☐ No

8. If so how much would you be willing to pay?
☐ 5 euro ☐ 6 euro ☐ 7 euro

9. Would you sell a punctured football for 50c?
☐ Yes ☐ No

THANK YOU FOR TAKING THE TIME TO DO THIS SURVEY!

Please return this form by Friday 10th January 2018

Please fill in this form with your parents

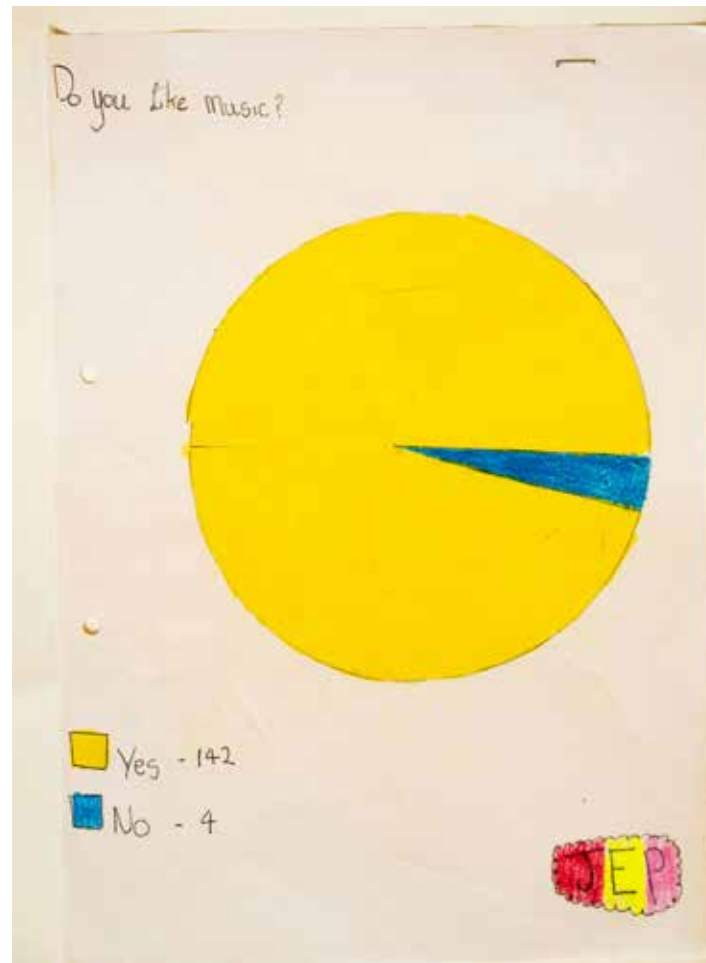
EVIDENCE OF MARKET RESEARCH

PROJECT FOLDER EXAMPLE



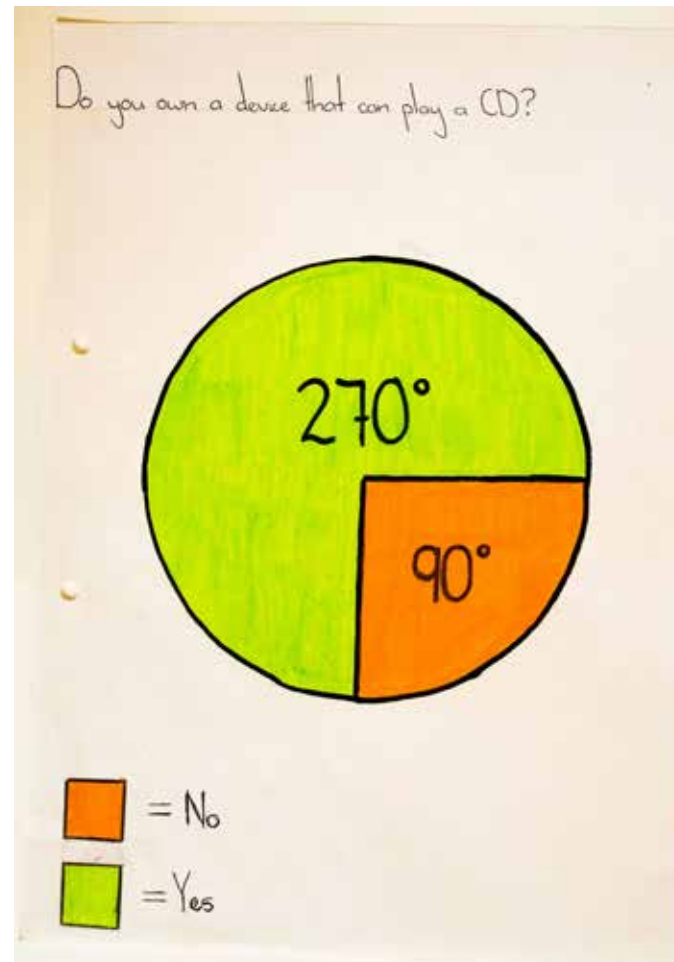
PRESENTATION OF THE RESEARCH FINDINGS

PROJECT FOLDER EXAMPLE



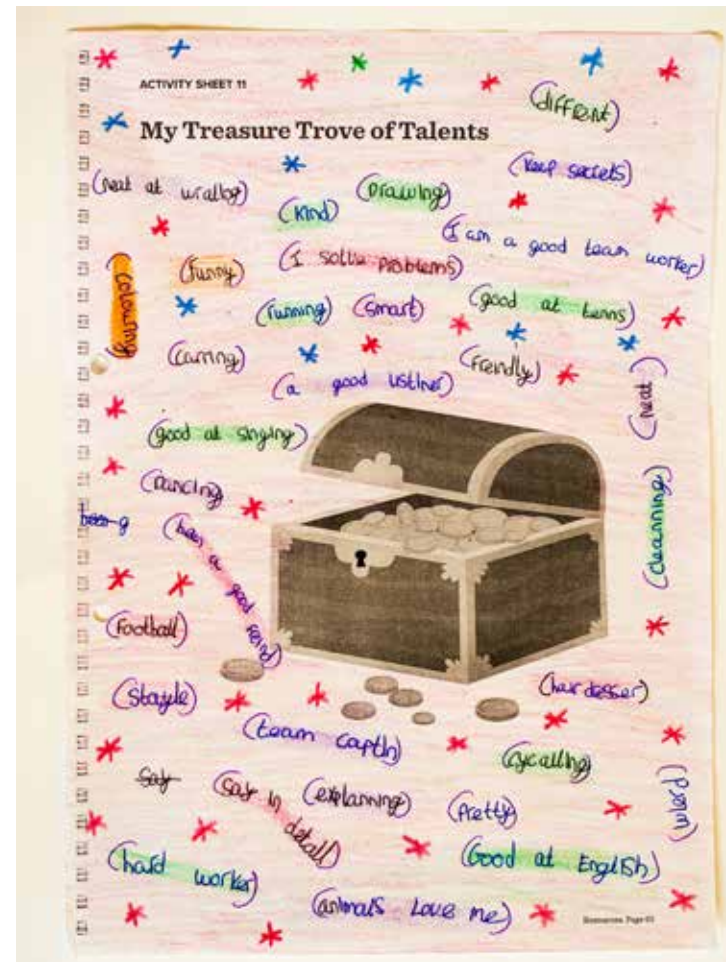
PRESENTATION OF THE RESEARCH FINDINGS

PROJECT FOLDER EXAMPLE



PRESENTATION OF THE RESEARCH FINDINGS

PROJECT FOLDER EXAMPLE



MY TREASURE TROVE OF TALENTS

PROJECT FOLDER EXAMPLE

ACTIVITY SHEET 14

Roles within Each Project Team

Name of Project Team: Sales Team

List everyone who is a member of your JEP Project Team and describe the tasks for which they are responsible.

Pupil Name	Responsibility
Peter	Recording sales
Tommy	Looking for potential buyers
Ronan	Organizing orders and looking for potential sales.
Aaron	Looking for potential buyers
Emma	Designing sales order forms

Page 14, Resources

ROLES WITHIN EACH PROJECT TEAM

PROJECT FOLDER EXAMPLE

ACTIVITY SHEET 14

Roles within Each Project Team

Name of Project Team Design and Production Team

List everyone who is a member of your JEP Project Team and describe the tasks for which they are responsible:

Pupil Name	Responsibility
Bianco	I.T.
Greg	I.T.
Christian	I.T / Design
David	Design
Bryon	Design

Page 66, Business

ROLES WITHIN EACH PROJECT TEAM

PROJECT FOLDER EXAMPLE

ACTIVITY SHEET 14

Roles within Each Project Team

Name of Project Team Marketing Team

List everyone who is a member of your JEP Project Team and describe the tasks for which they are responsible.

Pupil Name	Responsibility
Ingrid	Data Organizer
Millie	Typist
Marie	I.T. Person
Aedin	Time Keeper
Harry	Assistant

Page 14, Entrepreneur

ROLES WITHIN EACH PROJECT TEAM

PROJECT FOLDER EXAMPLE

ACTIVITY SHEET 14

Roles within Each Project Team

Name of Project Team Public Relations

List everyone who is a member of your JEP Project Team and describe the tasks for which they are responsible

Pupil Name	Responsibility
Katie	Organizer
Aoife	Organizer

Page 14, Resource

ROLES WITHIN EACH PROJECT TEAM

PROJECT FOLDER EXAMPLE

ACTIVITY SHEET 14

Roles within Each Project Team

Name of Project Team: Finance Team

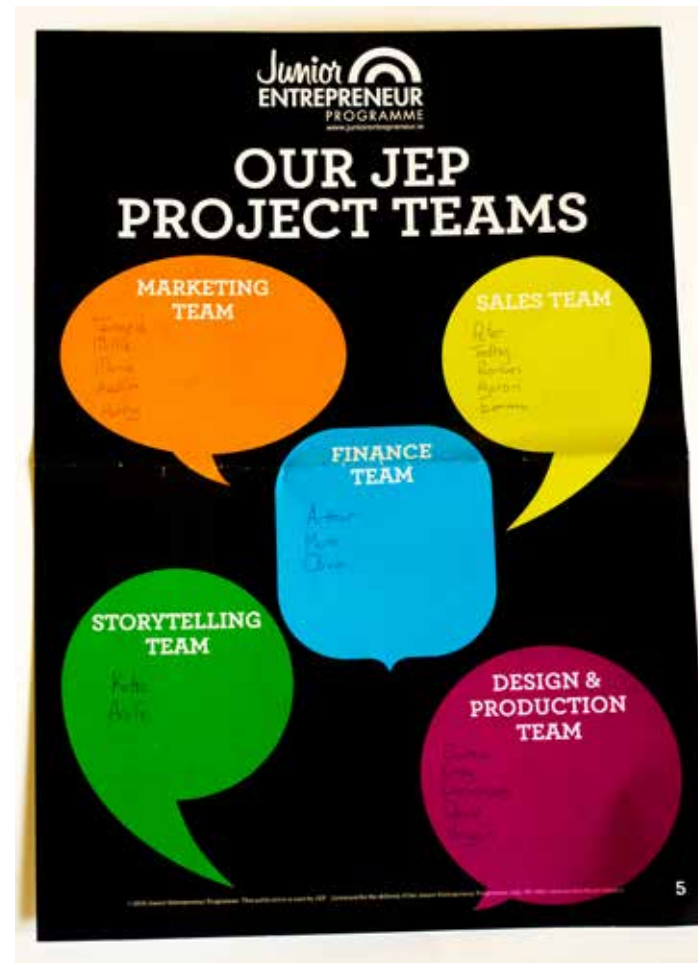
List everyone who is a member of your JEP Project Team and describe the tasks for which they are responsible:

Pupil Name	Responsibility
Arthur	Organiser
Maria	Researcher
Olivia	I.T.

Page 105: Resources

ROLES WITHIN EACH PROJECT TEAM

PROJECT FOLDER EXAMPLE



‘OUR JEP PROJECT TEAMS’ POSTER

PROJECT FOLDER EXAMPLE



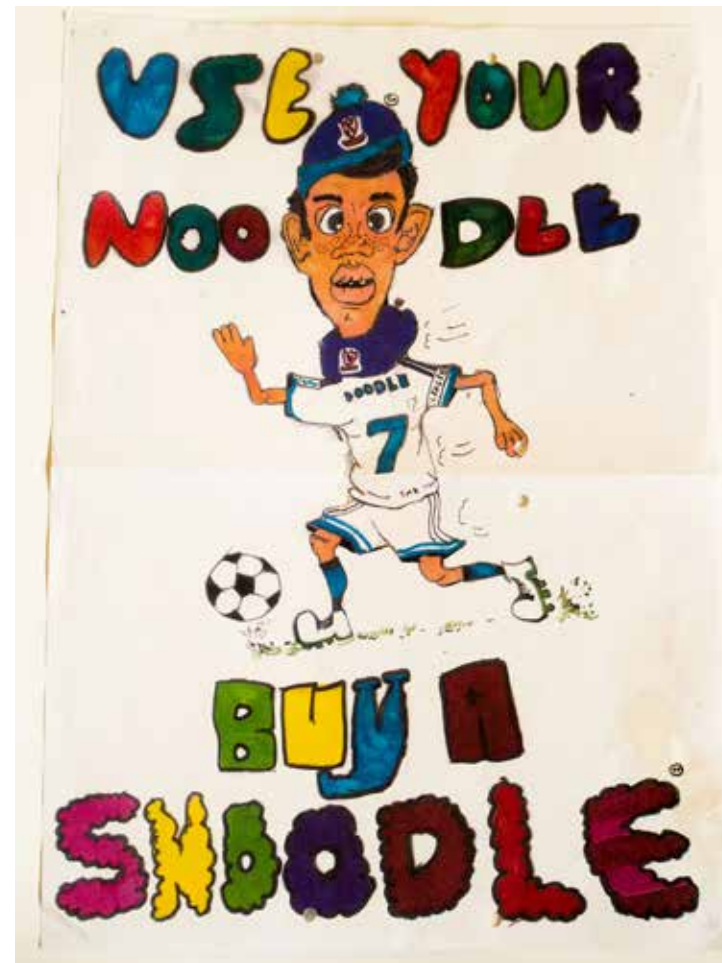
SAMPLE FLYERS, POSTERS OR OTHER MARKETING MATERIALS

PROJECT FOLDER EXAMPLE



SAMPLE FLYERS, POSTERS OR OTHER MARKETING MATERIALS

PROJECT FOLDER EXAMPLE



SAMPLE FLYERS, POSTERS OR OTHER MARKETING MATERIALS

PROJECT FOLDER EXAMPLE



SAMPLE FLYERS, POSTERS OR OTHER MARKETING MATERIALS

PROJECT FOLDER EXAMPLE



SAMPLE FLYERS, POSTERS OR OTHER MARKETING MATERIALS

PROJECT FOLDER EXAMPLE

ACTIVITY SHEET 16

Actual Costings and Sales

	Estimated Figures Activity Sheet 16	Actual Figures
Production Costs		
envelopes	€ 7.45	€ 8.93
chocolate coins	€ 6.85	€ 8.22
cars	€ 2	€ 2
stickers	€ 3	€ 3.60
bubbles	€ 15	18
pages	€ 3	€ 3.60
Expenses		
paper	20c	20c
Paint	81.20	1.20
Total Costs	€ 37.30	45.75
Selling Price	120 € 200	€ 2.00
Units Sold	100	120
Total Income	200	Selling Price x Units Sold 240
- Total Costs	37.30	45.75
Profit	Est. € 161.30	Actual 194.25

ACTUAL COSTINGS & SALES

PROJECT FOLDER EXAMPLE



SCHOOL SHOWCASE DAY POSTER

PROJECT FOLDER EXAMPLE



SAMPLE OF PRODUCT

PROJECT FOLDER EXAMPLE



SAMPLE OF PRODUCT

TEACHER ORIENTATION PART 2



YOU'VE COMPLETED PART 2