

## Description of the Empowering Young Entrepreneurs (EYE) Programme:

This EYE programme is an activity-based extended entrepreneurship programme with collaborative learning of BAFS, Economics, D&T, ICT and Visual Arts. Through hands-on learning activities e.g. group discussion, planning and product selling, students will learn progressively the basics of entrepreneurship and acquire the most important 4C skills, critical thinking, creative thinking, communicating, and collaborating, of the 21<sup>st</sup> century as well as build up students' confidence for the future.

## Lesson Plan

<b>Name of Teacher:</b>	<b>Lam Wing Yiu</b>
<b>Lesson:</b>	<b>1 – 8</b>
<b>Level:</b>	<b>F.4</b>
<b>Subject:</b>	<b>Cross Curriculum Activity (BAFS, Economics, D&amp;T, ICT and Visual Arts)</b>
<b>Topic:</b>	<b>Empowering Young Entrepreneurs (EYE) Programm</b>

### Task:

You are going to form a company and design some products to sell in a Charity Sales Activity. After designing your products, all LTPSS students will have a vote to select the best product from three different groups. If your group receive the Best Product Award, you will win \$3,000 from the school for producing and selling your products in a Charity Sale Activity. The \$3,000 will be reimbursed upon the presentation of original receipts. After the Charity Sale, all revenue must be returned to school and the profit will be donated to a charity.

### Learning Targets:

This programme allows students to

- develop leadership, communication, problem solving, team work and socialization skills,
- build confidence and resilience when forming the business,
- acquire business, design, marketing, and financial management skills, and
- have an entrepreneur experience and skills.

### Learning Process

	Strategies/Steps	Interaction	Learning Tools
1) Introduce the EYE Programme	<b>Teacher's explanation:</b> <ul style="list-style-type: none"><li>- Introduce the EYE Program</li><li>- State the learning target of EYE Programme.</li><li>- Introduce the organization chart and Entrepreneurial Journal of EYE Programme</li></ul>	Teachers and students	<ul style="list-style-type: none"><li>- EYE Learning Passport</li><li>- PowerPoint</li><li>- Internet</li></ul>

2) Form a business	<p><b>Activity:</b> Students will form a business and design a company name, company logo, company vision and organisation chart for their business.</p>		
3) Product Design	<p><b>Activity:</b> Students will design some products and sell them to in the Charity Sale Activity.</p>		
4) Budgeting	<p><b>Activity:</b> Students prepare a budget for production of the products.</p>		
5) Promotional Activity	<p><b>Activity:</b> Students will design their promotional material, such as a video, leaflet and poster, and promote them during the class teacher periods.</p>		
6) On-line Voting Activity	<p><b>Activity:</b> Students will design an on-line voting form to LTPSS students for voting the best product from two different groups.</p>		
7) Write a proposal	<p><b>Activity:</b> The Winning Group – Students make a proposal for the Charity Sale Activity.</p>		
8) Make or Purchase the Products	<p><b>Activity:</b> The Winning Group - Students will make or purchase their products from wholesalers.</p>		
9) Booth Design	<p><b>Activity:</b> The Winning Group - Students will draw the layout and design their booth.</p>		
10) Choosing of a Beneficiary Organization	<p><b>Activity:</b> The Winning Group – choose a beneficiary organisation for the donation. Before deciding a beneficiary organisation, students are required to read the school policy and check-list for fund-raising activities.</p>		

11) Pricing Strategies	<p><b>Activity:</b> The Winning Group – Students will set the price and profit margin of their products.</p>		
12) Charity Sales Day	<p><b>Activity:</b> The Winning Group – Students will sell their products in the Charity Sales Activity. They are required to record all business transactions in a book and take photos for the Charity Sales Activity.</p>		
13) Financial Report	<p><b>Activity:</b> The Winning Group – Students will prepare an income statement for the Charity Sale Activity.</p>		
14) Evaluation	<p><b>Activity:</b> The Winning Group – Students will write an evaluation report about the strengths and weaknesses of their company.</p>		

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