

Resource overview

Section B1

Starting a business

Lesson	Summary of activities	Resources and references	Key topics and skills
B1.1 Eggxactly	Case study: the Eggxactly egg cooker Discuss <i>Dragons' Den</i> presentation and issues relevant to a business-related project	<i>Dragons' Den</i> video clips: http://www.bbc.co.uk/dragonsden/ Eggxactly website: http://www.eggxactly.com/	Questions likely to be posed by potential investors in a business Idea of a patent
B1.2 Bright ideas	Apply deliberate creativity brainstorming to Maltesers and to learners' own ideas for a business	Packets of Maltesers Large sheets of paper (e.g. flip charts) and pens <i>Franchise World Directory</i> : http://www.franchiseworld.co.uk/	The process of deliberate creativity Researching starting points for new business
B1.3 Starting a business	Map the local market in relation to learners' own business ideas Begin a feasibility study	Copies of Yellow Pages, Thomson Local (or other local business directories) Maps of your local area Means of marking maps (e.g. pins, self-adhesive coloured dots)	Feasibility study Geographical mapping Market mapping
B1.4 Customer research	Discuss the need for primary or secondary customer research Design and use a customer survey questionnaire	Video clips from TV programmes such as <i>Mary Queen of Shops</i> or <i>Ramsay's Kitchen Nightmares</i> showing the failure of some businesses to conduct customer research Internet access	Secondary research Customer survey questionnaire

Resource overview

B1.5 Financial data	Research financial data in relation to learners' own business ideas Complete a feasibility study	Access to Internet and library resources PCs running spreadsheet software	Costs involved in starting and running a business
------------------------	---	--	---

Section B2

What is an ethical company?

Lesson	Summary of activities	Resources and references	Key topics and skills
B2.1 Dog's life	Introduction to business ethics Discussion of ethical issues arising from adding certain ingredients to dog food	A video of a TV advertisement for dog food	Ethical issues relating to concealment of information
B2.2 Innocent	Case study: the ethical image of Innocent Drinks Discuss how virtue ethics apply to business Research Innocent Drinks and its ethical image Discuss costs and benefits involved in expansion and tie-up of a business with an ethical brand image Evaluate criteria against which a business might be rated as ethical	Access to, or printouts of, relevant pages from: Innocent Drinks: http://www.innocentdrinks.co.uk Top employers: http://www.britainstopemployers.com/news.html BBC's <i>Watchdog</i> : http://www.bbc.co.uk/consumer/tv_and_radio/watchdog/reports/consumer_goods/consumer_20070123.shtml ASA: http://www.asa.org.uk/asa/adjudications/Public/TF_ADJ_43263.htm <i>Telegraph</i> online: http://www.telegraph.co.uk/money/main.jhtml?xml=/money/2007/05/20/ccinnocent20.xml	Virtue ethics Importance of brand image Costs and benefits involved in business tie-ups

Resource overview

BUSINESS

B2.3 Creative genius	Case study: the invention of the iPod Discuss ethical issues relating to intellectual property and fees	Kane Kramer's website: www.kanekramer.com	Ethical frameworks Intellectual property
B2.4 Mind the GAP	Case study: GAP and child labour Discuss the use of social audits Discuss ethical issues relating to child labour	Access to, or printouts of, relevant pages from: GAP: social responsibility http://www.gapinc.com/public/SocialResponsibility/socialres.shtml GAP: child labour http://www.gapinc.com/public/documents/India_Fact_Sheet_Update.pdf <i>The Observer:</i> http://www.guardian.co.uk/business/2007/oct/28/ethicalbusiness.india <i>The Guardian:</i> http://www.guardian.co.uk/business/2008/mar/20/ethicalbusiness.india <i>The Economist:</i> http://www.economist.com/business/displaystory.cfm?story_id=10064077	Globalisation Social audit Ethical frameworks Ethical issues arising from globalisation, particularly exploitation of labour
B2.5 Count the cost	Continuation of GAP case study Compare living costs in UK with those in a developing country Discuss the role of consumers in changing commercial practice	Access to, or printouts of, relevant pages from: Research into the influence of ethical products on consumers: http://www.tnsglobal.com UNICEF: Research into child labour http://www.unicef.org	Rights and duties Consumer attitudes to ethical issues Consumer pressure