# **Presentation notes**

The original ‘Shift Happens’ video produced by Karl Fisch and Scott McLeod in 2008 (<https://www.youtube.com/watch?v=ljbI-363A2Q>) asked some thought-provoking questions concerning the steps we are taking to prepare our younger generations for success in the 21st century. A particularly poignant aspect of the video highlighted the technological changes that are taking place in society and the fact that we are preparing young people for jobs using technologies that don’t exist yet. The key message of this, which is equally relevant today, is the need for young people to be equipped with the transferable ‘enterprise’ skills that are so highly valued by employers, regardless of profession. There are updated versions of the film readily available on the internet. An example of a 2022 update can be found at the following link <https://www.youtube.com/watch?v=u06BXgWbGvA>

As well as developing key enterprise skills, a GCSE in Business provides students with a detailed understanding of the workings of a business which remain as relevant today as they have ever been and will continue to remain so. Whether students have ambitions of working for a small local business, a global corporation, or indeed aspire to make their own success as an entrepreneur, the fundamentals of business are the same and as such it is a subject of interest and use to all.

Students often choose GCSE Business because of the glamourous world of business that is portrayed through popular TV shows such as The Apprentice and Dragons Den. Equally as often, students choose the subject because they are attracted by the prospect of ‘making money’ and the images they encounter on social media of high-profile entrepreneurs enjoying lavish and indulgent lifestyles. Whilst this is not a good reason in itself for choosing the subject, it does help with capturing students’ interest and attention. The single most important factor in launching and sustaining a successful is a desire to want to help people and solve their problems. This is hugely rewarding in itself, but if truly successful, may well bring financial success as a secondary benefit.

Building on the theme of enterprise and entrepreneurship, Slide 7 introduces a ‘context’ for students to consider. The Link Video (<https://www.youtube.com/watch?v=96KZP5Sb77A>) produced by the BBC, which shows Lord Sugar critiquing Santa’s business plan in a light-hearted way, is to be shown between Slides 8 and 9.

Slide 10 is the opportunity to engage students interactively, by encouraging audience contributions. Responses are likely to identify that the business plan involves considerable costs, but with no revenue stream, meaning that it is a loss-making proposition. This is simply to highlight that having a good idea does not necessarily equate to success, but that there are many internal and external factors to consider; factors that will be thoroughly investigated during the course of studying a GCSE in Business. Slide 11 provides an overview of some of the key, overarching themes of the GCSE.

Some alternative vocational options may be offered in your school, for which we have provided a summary in the final slides.