



Name of project / activity / event	Harlequins Business Enterprise Challenge		
Subject Area/s supported	Business Studies (L1 and 2)		
Number of young people	45	Year Group	Post 16
<p>Why was it organised?</p> <ul style="list-style-type: none"> To provide students working towards applied business courses with an opportunity to put the skills and knowledge they have developed during the year into practice. Provide students with an opportunity to undertake a real business challenge set by an employer. Develop student's personal learning and thinking skills. 			
<p>Overview of the event</p> <p>The event took place over two days. On the morning of the first day, students arrived at Harlequins Rugby Club, formed teams and were provided with 3 business challenges. Each challenge involved coming up with a product or service that would raise the club's revenue in one of the following areas: Marketing, Ticket Sales and Hospitality. Teams were advised that they will be required to choose one brief to work towards during the next two days.</p> <p>In order for the students to obtain the background knowledge needed to complete the challenge they took part in a speed networking session with 3 Harlequins employees and were able to quiz them on the current marketing methods and activities used by the club.</p> <p>During the afternoon the teams returned to college to work on their ideas.</p> <p>The following day students were invited back to Harlequins to present their ideas in an exhibition style display.</p> <p>Staff members from Harlequins and Richmond upon Thames College and the local authority were invited to visit the stands and provide the students with an opportunity to explain their ideas.</p> <p>At 2.30pm pm Judges from the college, Harlequins and Richmond Chamber of Commerce arrived and interviewed each team.</p> <p>Prizes were awarded in the following categories: Most creative idea Best display material Best overall</p> <p>Special awards for perseverance and effort were also provided to individual students</p>			

Summary of evaluations and outcomes

College

“Students will now include this event in their CV and UCAS applications to demonstrate their ability to undertake real-life business ventures and to show how they can work in a business-like way”

“Students responded to this activity by working creatively in teams to produce some excellent quality ideas and presented them in a professional manner”

Students

“I have been able to expand my knowledge about the reality of conducting research and planning a business idea”

When asked what have you learnt from taking part in the challenge?

Responses included:

“reality of primary and market research and enterprise”

“how to work as a team more efficiently”

“how to present myself and delegate responsibilities”

“working to extremely tight deadlines”

100% of student evaluations indicated that they would recommend the challenge to other students

Employer

Harlequins staff thoroughly enjoyed the event and working with the young people. The ideas that the students came up with gave them an insight into how young people think and what products and services appeal to them.

