

## Businessdynamics

<b>Title</b>	Businessdynamics
<b>Coverage</b>	United Kingdom
<b>Organization/enterprise</b>	Businessdynamics
<b>Topic</b>	Entrepreneurship education
<b>Target group and outreach</b>	Students between 14 and 19 years old
<b>Purpose</b>	Volunteers from companies introduce students to the opportunities and challenges of business and aim to improve their key skills in preparation for the world of work.
<b>Key features</b>	<ul style="list-style-type: none"> <li>(1) Combines work experience with formal education</li> <li>(2) Introduces business practice into school curriculum</li> <li>(3) Recognizes the importance of core skills for employability</li> </ul>
<b>Strategy and approach</b>	<p>Businessdynamics was founded in 1977 by 3i, Europe's leading venture capital company, as a non-profit making trust. It was called Understanding Industry until March 2001. It is a business education and enterprise charity that aims to bring business to life for young people through a variety of interactive and challenging programmes that are developed in conjunction with schools and colleges; they are curriculum-complementary and have the backing of major companies. Participating students often leave the programmes with a new attitude towards business or even with business development ideas.</p> <p>Business awareness:</p> <p>The two-day interactive programmes give 16-19 year old students an understanding of business and its crucial role in the economy. Participating students gain a practical understanding of key areas such as sales and marketing, human resources, management and design, and information technology. There is also the potential for themed business awareness programmes in specific industry sectors.</p> <p>Key skills "Core Skills" in Scotland:</p> <p>One-day programmes, designed for 14-16 year olds, to improve numeracy, team working, problem solving and communications skills.</p> <p>Young offenders:</p> <p>Young offenders are introduced to the world of work and given the skills and competencies needed for business. This programme aims to use work to break the cycle of crime.</p> <p>Special needs:</p> <p>Young people with special needs, such as persons with learning difficulties or disabilities, are provided with training to acquire the skills needed for the workplace.</p> <p>E-business programmes:</p> <p>E-business programmes aim to open students' eyes to the opportunities of the e-marketplace and provide them with the skills needed to succeed. Businessdynamics recently introduced a new e-business programme for students with the support of Deutsche Bank. The two-day e-business</p>

	<p>programme is available to any school in the United Kingdom that aims to prepare its students for the e-workplace.</p> <p>All of these programmes are supported by a Businessdynamics manager who is on hand to support the teachers and students during the two-day programme. Businessdynamics provides e-focused business people from a range of companies to conduct the seminars, which cover business start-up, marketing, finance, human resources, management and design &amp; development. Young people learn the fundamentals of working in business and setting up their own company in an e-environment.</p>
<b>Partners</b>	The charity is supported by many major British companies as well as the Government.
<b>Major achievements</b>	Research has shown that generally only 34 per cent of students in the target age range of 14-19 have a positive impression of business. However, after a Businessdynamics programme, the share rises to 98 per cent.
<b>Additional information</b>	
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Source: Businessdynamics