



THE TIMES 100

Edition 14

Barclays: Supporting new business start-ups **Lesson plan**

Content area

- Business start ups
- Types of organisation
- Budgeting
- Sources of finance

Method

This resource can be used for general classwork, homework or learning skills for investigation.

It is a good simple exercise in bringing the various terminologies together in understanding what it means, and how it can be used in context. This allows the pupils to bring out more in discussion and understand that the topics covered in Business Studies are not insular. The outcome will be by differentiation.

First Activity:

Using the case study and any other resources, define the following words:

Financial services; enterprise; business start ups; entrepreneur; business opportunity; e-commerce; market research; primary research; secondary research; quantitative; qualitative; target market; questionnaire; sole trader; partnership; ltd; plc; franchise; marketing mix; limited liability; creditor; debtor; stock; Cashflow; business plan; budgets; shareholder; stakeholder; assumptions; sales forecasts; equity; assets; hire purchase; trade credit; collateral; start up capital; overdraft; bank loan; credit card; sources of finance; mortgage; venture capital; competition.

Second Activity

Once you have completed the definitions link the following words together to form a paragraph. The words do not necessarily have to be in any order but must be in context of Barclays.



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Questions

1. Which sector does Barclays work in?
2. How many employees does Barclays have?
3. What was the total income earned by Barclays in 2008?
4. How many new businesses started up in 2008, according to Barclays?
5. What is an entrepreneur?
6. Why might someone set up their own business?
7. There are different types of business. What are the choices?
8. Why is it imperative that market research is done before setting up a business?
9. What sources of finance are available to an entrepreneur?
10. Why should an entrepreneur write a business plan when setting up his / her business?
11. What help is available to entrepreneurs who are in the process of setting up or running their business?

Activities

- Using the case study and any other sources, research what is needed to write a business plan.
- If there is a Young Enterprise scheme in your school, produce a questionnaire to find out about the market research, sources of finance, marketing and any other areas that would have to be considered when starting up the enterprise.
- Read a biography of an entrepreneur of your choice e.g. Duncan Bannatyne, Richard Branson, Peter Jones

Other resources

- MP3 download of the full case study
- Summary of the case study . 500 words
- Brief of the case study. for lower ability pupils
- Interactive online quizzes
- Revision theory:
 - <http://www.thetimes100.co.uk/theory/theory--ownership--367.php>
 - <http://www.thetimes100.co.uk/theory/theory--market-research--315.php>
 - <http://www.thetimes100.co.uk/theory/theory--creating-strategies-that-meet-customer-needs-%28the-marketing-mix%29--344.php>
 - <http://www.thetimes100.co.uk/theory/theory--business-plan--144.php>
 - <http://www.thetimes100.co.uk/theory/theory--cash-flow-management--350.php>
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