

# ENTERPRISE EDUCATION

**Developing a Culture and Spirit of  
Enterprise in the Economy and Society  
through Education and Learning**

**Primary Sector**

# Enterprise Education

In an increasingly turbulent and dynamic world life is becoming more complex and uncertain. Governments and policy makers worldwide have recognised the challenge to established patterns of economic and social life. Enterprise Education is seen more and more as a way of helping individuals prepare for and cope with this uncertainty and thus enable organisations and communities to flourish in the new economy. We seek to:

- encourage and support enterprising forms of teaching and learning in the education system
- stimulate the development of entrepreneurial behaviour and capability in individuals via education and learning
- encourage closer links between education institutions and enterprises, and particularly to support the exchange of experience and learning between these two communities
- enable and support the ongoing and continued development of entrepreneurial learning and capability during an individual's working life.

This is done by working alongside schools and colleges, businesses and governments to recognise and identify needs which has resulted in the development of resource materials written in partnership with practising teachers who share our Enterprise Education concepts to:

The models and good practice innovated and developed in this way have been disseminated within the UK and internationally to countries including, Australia, India, Bangladesh and Malaysia, and regions including sub-Saharan Africa, North America, Western Europe, and transitional economies within Central and Eastern Europe.

## **PARTNERSHIPS**

Our philosophy is to work in partnership with key stakeholders, both nationally and internationally, to research, test, develop and disseminate our programmes and materials. Typically our partnerships involve a mix of major companies, small and medium enterprises, government departments, local education authorities, training and development agencies and pedagogical institutions. These partner linkages ensure our initiatives suit individual needs and achieve sustainable outcomes.

## **RESOURCES**

Listed are our major publications in English. These have all been written to correspond with the requirements of the National Curriculum of England and Wales. However, the resources are easily adapted to fit a variety of curricula internationally. The concepts of enterprise and the development of partnerships with business and industry which lie behind them have proved to be relevant worldwide.

We invite you to look through this brochure at our teaching and learning resources. If you wish to purchase any materials there is an order form attached.

If you have any queries please contact:

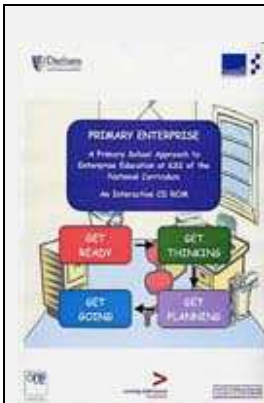
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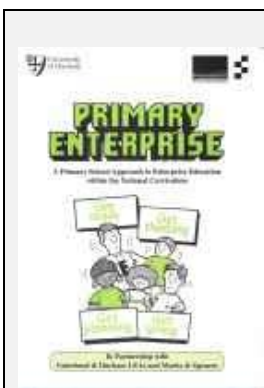
## PRIMARY ENTERPRISE - A Primary School Approach to Enterprise Education at KS2 of the National Curriculum

An Interactive CD ROM.

This CD ROM comprises two sections, one for the teacher and one for the pupil. The teacher section includes information about enterprise education and a range of activities that can be used with small groups of children or a whole class. The pupil section, which is interactive, contains a series of activities designed to be undertaken by groups of children and can be further developed using supplementary material in the teacher section.

Produced in partnership with Learning + Skills Council County Durham and County Durham Business & Learning Partnership.

Price including UK Postage £15.00



## PRIMARY ENTERPRISE - A Primary School Approach to Enterprise Education within the National Curriculum

This resource is aimed at developing enterprising teaching and learning approaches within the National Curriculum. The stages necessary to set up and run an enterprise project are introduced using worksheets, task sheets and games. Projects around four themes are also included: manufacturing, retailing, communication and the environment.

Price including UK Postage £45.00



## ENTERPRISING EDUCATORS - Helping teachers to teach and children to learn - A School-Based Guide

These INSET resource materials have been developed to allow teachers to consider the variety of different teaching and learning styles that are required to deliver a broad and balanced curriculum. The materials focus on the use of an enterprising approach through workshop sessions and classroom tasks for both teachers and pupils. It comprises five sections: Learning Styles, Teaching Approaches, The Whole Curriculum, An Enterprising Approach and Economic and Industrial Understanding, Case Studies.

Produced in partnership with Marks & Spencer, Gateshead, Metropolitan Borough Council, Durham County Council, Tyneside TEC and County Durham TEC.

Price including UK Postage £45.00



## ACTIVE ENVIRONMENTAL LEARNING

A resource for teachers and pupils at Key Stage 2 of the National curriculum which encourages an investigative approach to environmental problems and seeks ways to solve them. The material comprises five sections built around three themes: Recycling, Sound Pollution, The Natural Environment. The aim is to promote the development of competent and informed citizens who can understand the nature and need for sustainable goals locally and globally, and take part in achieving them.

Produced in partnership with ICI Cleveland.

Price including UK Postage £35.00



## YOU CAN MAKE IT: Using Links with Manufacturing Companies to Support the Primary School Curriculum

This resource is for primary school teachers and others concerned with the development of industry and education links. It comprises a collection of seven case studies, written by practising teachers, focusing on links between primary schools and manufacturing companies. The studies reveal the wealth of opportunities available within manufacturing to develop the curriculum, especially design and technology, citizenship and links with industry.

Produced in partnership with CBI, ICI, Design Council, BAE Systems, Merseyside EBP, Education Business Partnership Link and LAWTEC.

Price including UK Postage £12.00

The following three subject-based resources for teachers and pupils at Key Stage 2 promote links with local business and industry and the community as a way of encouraging enterprising teaching and learning.



## SCIENCE - An Enterprising Approach: Involving Local Business and the Community

A selection of activities and ideas using familiar contexts which encourage pupils to investigate scientific problems and seek to solve them

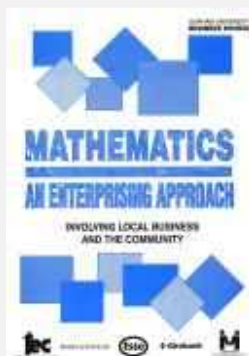
Price including UK Postage £10.50



## **TECHNOLOGY - An Enterprising Approach: Involving Local Business and the Community**

Focusing on the themes of Banks, Supermarkets and Garages, the activities in this resource encourage pupils to investigate and seek to solve problems involving design and technology.

Price including UK Postage £10.50

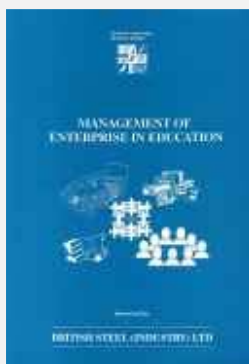


## **MATHEMATICS - An Enterprising Approach: Involving Local Business and the Community**

Involving mathematical problems relating to home and school with projects linked to local business and the community, which encourage an enterprising approach to learning.

Produced in partnership with Esso, Marks & Spencer, Girobank, Mid Glamorgan TEC and Merseyside TEC.

Price including UK Postage £12.50



## **MANAGEMENT OF ENTERPRISE IN EDUCATION**

This resource is for all teachers concerned with developing Enterprise in the curriculum in schools. It is divided into five sections which cover the main aspect of Managing Enterprise within the curriculum: How does enterprise fit into the curriculum, Debriefing, Assessment, Legal and Management Issues, Resource Materials.

Produced in partnership with British Steel (Industry).

Price including UK Postage £35.00



## **HAND IN HAND - A Management guide for Schools and Colleges. Linking with Local Small and Medium Companies**

This resource encourages the involvement of small and medium enterprises (SMEs) in partnership activities with primary schools, secondary schools and tertiary colleges.

Produced in partnership with DfEE, Whitbread and Teesside TEC.

Price including UK Postage £10.00

## Order Form

<b>PRIMARY ENTERPRISE - A Primary School Approach to Enterprise Education at Key Stage 2 of the National Curriculum An Interactive CD ROM</b>	£15.00	<input type="checkbox"/>
<b>PRIMARY ENTERPRISE - A Primary School Approach to Enterprise Education within the National Curriculum</b>	£45.00	<input type="checkbox"/>
<b>ENTERPRISING EDUCATORS - Helping teachers to teach and children to learn - A School-Based Guide</b>	£45.00	<input type="checkbox"/>
<b>ACTIVE ENVIRONMENTAL LEARNING</b>	£35.00	<input type="checkbox"/>
<b>YOU CAN MAKE IT: Using Links with Manufacturing Companies to Support the Primary School Curriculum</b>	£12.00	<input type="checkbox"/>
<b>SCIENCE - An Enterprising Approach: Involving Local Business and the Community</b>	£10.50	<input type="checkbox"/>
<b>TECHNOLOGY - An Enterprising Approach: Involving Local Business and the Community</b>	£10.50	<input type="checkbox"/>
<b>MATHEMATICS - An Enterprising Approach: Involving Local Business and the Community</b>	£12.50	<input type="checkbox"/>
<b>MANAGEMENT OF ENTERPRISE IN EDUCATION</b>	£35.00	<input type="checkbox"/>
<b>HAND IN HAND - A Management Guide for Schools and Colleges. Linking with Local Small and Medium Companies</b>	£10.00	<input type="checkbox"/>

Name:

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Organisation:

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Date:

Telephone:

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Cheque enclosed (Made payable to University of Durham)

Please invoice (As above)

Send this order form to:

Lynda Anderson, Centre for Entrepreneurial Learning, Durham University,  
Mill Hill Lane, Durham, DH1 3LB, United Kingdom

Telephone: (0191) 334 5441, Fax: (0191) 334 5506

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