Case study: Peter Jones Academy

Enterprise Education - Mind Your Own Business

MyBnk

MyBnk is expanding its enterprise education offering and piloting a new programme, Mind Your Own Business, with a dozen young Business Studies students at the Peter Jones Academy – North Hertfordshire College.

The project focusses on improving employability skills in a two week drawing board to market place challenge. Participants learn business basics with product design, budgeting and customer relations. Companies are enlisted, with site visits and development days to make students first enterprise experience as realistic and impactful as possible.

"This is a fantastic opportunity, giving us real experience of working in a competitive environment and using the team initiative to make sure that the job is done."

PETER JONES ENTERPRISE ACADEMY

The Heritage Foundation provided a pop-up shop and students created a beauty salon with nail painting and henna tattoos, and young traders sold handmade Banksy-style T-shirts. Together they banked £170 with a 100% profit margin.

*Peter Jones **retweeted** this pic and got us over a thousand views! >>>>>>>>>>>>>>>>>>>>>>>>*

Mind Your Own Business has seen North Herts pupils designing mobile phone products at the headquarters of financial software giants at Monitise, thrown in at the deep end selling goods on Hitchin Market and conducting market research with traders in Camden Town.This project was the pilot of a new initiative through **Gazelle Colleges Group** in partnership with MyBnk, and it is now looking at being rolled out to further students studying at NHC.

What did the trainer think?

"The students have done a fantastic job so far sourcing all of the products on short notice and marketing their businesses to the public." MyBnk Education Officer, Andy Dunn

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