

Platanos College News

Monday 18th May 2015

IntoUniversity 'Business in Focus' programme

As part of the school's IntoUniversity partnership programme, our Year 10 pupils attended the 'Business in Focus' day, centred on an enterprise challenge. The programme took place at the impressive Burberry headquarters.

Pupils were split into teams, supported by Burberry staff, and took part in a variety of activities to develop the pupils' understanding of marketing, planning and business ethics. The pupils were then tasked with creating their own ethical enterprise at the end of the day.

The workshop focused on teamwork, leadership, planning, marketing, ethics, managing and working under pressure and communicating with unfamiliar audiences. The pupils were able to transfer the skills that they had learnt to the project and even the Burberry staff were impressed with the ideas.

Team 'XLR8' were the eventual winners of the enterprise challenge. A very well done!



Attitude Determines Altitude