

# ACE Program – Short-Course Outline



**SHORT-COURSE TITLE:** \$20 CEO

**Staff Name:** Kylie Meek/Anna Sibthorpe

**Student Numbers:**

**Cost:**

**Course Details:** \$20 CEO project provides students with the opportunity to run their own small business and develop entrepreneurial competencies. All proceeds at the end of the experience are given to a charity of the students' choice.

| Week/Date  | Learning Experiences   | Venue/Resources |
|------------|--|-----------------|
| 8 (term 2) | Introduction to Business Ventures and operating a business<br>Brainstorming/Researching of a good or a service   | LD2             |
| 1 (term 3) | Brainstorming/Researching of a good or a service   | LD2             |
| 2 & 3      | Finalisation of product to produce or offer as a service for the students' Business Venture  | LD2             |
| 4 & 5      | Market Research – Collection of market research, methods of collection, primary and secondary data   | LD2             |
| 6 & 7      | Cash Budgets – managing business finance and outlining of costs of production<br><br>This will require researching of pricing and students forming appropriate margins and mark-up for their product | LD2             |
| 8, 9 & 10  | Marketing and organisation of selling of product.  | LD2             |

**Culminating Event/Outcome:**

**Alignment to Faculty Improvement Plan/priorities:**

**Costing breakdown:** Nil