



Bringing business to life for students

businessdynamics are looking for businesspeople and entrepreneurs to participate in a 'Dragons Den' Business Awareness programme at Riddlesdown High School in Croydon on the 16th and 17th of November 2006.

STUDENTS AT RIDDLESDOWN HIGH SCHOOL GO INTO THE 'DRAGONS DEN'

The search is on for the next Richard Branson at Riddlesdown High School! Students in year 11 and 12, who are studying business, will have the unique opportunity to participate in a two day Business Awareness programme run by businessdynamics, where they will get to test their knowledge and business acumen, with the help of real business people.

businessdynamics was founded by 3i almost 30 years ago, with the aim of bringing business to life for students (www.businessdynamics.org.uk) and is now part of the Enterprise Education Trust (www.enterprise-education.org.uk).

The two-day programme will be based around the theme of the popular TV business show 'Dragons Den'. Our 'dragons' are volunteers from local companies, who generously donate their time to come into to the school, bringing with them their knowledge and experience, to guide the students in their business projects.

Over the two days, students will learn, with the help and guidance of real business people, about important aspects of how *real world* business works. Aspects of business such as marketing, finance, human resources, business structure, innovation, practice and creativity, are explored through a series of practical hands on exercises. Training is available and the day is fully supported by teaching staff.

At the end of the two days, the students must present their ideas to the 'dragons' business volunteers, who will judge the projects and award the prize to the winning teams. The aim of the event is to bring business to life for students, and hopefully, help create some of the entrepreneurs of the future!

businessdynamics are still on the lookout for volunteers from the business world. If you are a local entrepreneur, or someone in the business world, who could spare a little time to come in and share your knowledge and experience with the enthusiastic senior students of Riddlesdown High School, please contact businessdynamics Programme Manager Richard Deighton on 07914 377655.

For more information please contact
Richard Deighton
Telephone 07914 377655
businessdynamics Programme Manager

More information can be obtained about businessdynamics by logging onto our national website at www.businessdynamics.org.uk
Or by Email to r.deighton@btinternet.com

Riddlesdown High School 8 minutes by train
from Croydon railway station
Riddlesdown High School
Honister Heights
Purley CR8 1EX
<http://www.riddlesdown.croydon.sch.uk/>