

EDUCATE FOR ENTERPRISE **essential skills and** **know-how for future** **entrepreneurs**



“As a society we still rely on kids learning business stewardship through trial and error. It is hardly surprising that so many promising new businesses fail.”

Professor Mark Watson-Gandy

Give your pupils a great start in their future careers. With the ABE Endorsed KidsMBA they will have fun whilst gaining the confidence to set up in business and develop real-world business skills. At the end of the programme, parents will love that their child receives a KidsMBA Certificate of Achievement featuring the branding of ABE: an internationally recognised awarding organisation and skills development specialist.

The ABE Endorsed KidsMBA is a superb way to differentiate your curriculum with a highly desirable added value programme that demonstrates your commitment to providing kids with essential life skills.





This intensive programme aimed at children aged 11-15, is designed to complement and enhance school education with a real-world taster of the life skills, know-how and aptitude required to run a business or become an entrepreneur. KidsMBA opens up the concept of self-employment and business management to young people from all walks of life. It's also a great introduction to future business studies.

The ABE Endorsed KidsMBA is specially designed for schools and consists of 16 modules. The lessons are taught through lecturing, games, role play and discussion.

The programme covers the following topics in modular form:

- Business Ideas and USP
- Business Name and Logo
- Copyright and Patents
- Pricing
- Marketing and Sales
- Customer Service
- Communication and Networking
- Business Structures
- Business Finance
- Contracts and Legal Obligations
- Operational Plan and Personnel
- Budgeting
- Bookkeeping and Tax
- Business Plan and Financials
- Leadership and Corporate Responsibility
- Pitching to Investors

Plus a 'Shark Tank' event



DELIVERY FORMAT

The programme is designed to be flexible. Each module is 45 minutes comprising of theory and one game/role play. If you wish to add homework plus discussion of the homework at the next session, the 45 minutes should be extended.

Ideally, the programme is delivered in blocks of two modules, so you could offer 90 mins per week over eight weeks or you could cover four modules per week over four weeks.

Every school can run the programme as it suites the curriculum or provide it as an extra-curriculum activity.

TUTOR SUPPORT

A complete step-by-step guide to delivery and training is provided in a downloadable format, so your school will have everything it needs to start delivering the programme straight away. This includes:

- Step-by-step guide to fun and effective delivery
- Handouts
- Games ideas and all the content

The master text is written in English. The programme is presented in a simple and non-technical way.

MARKETING SUPPORT

Along with the complete delivery package, you will also be provided with resources you can download and adapt to enable you to market and promote the programme to your school's parents and its prospective parents.

FOR STUDENTS

At the end of the programme students receive a personalised and numbered ABE Endorsed KidsMBA Certificate of Achievement.

There is also the chance to compete for the KidsMBA Star Performer Certificate or trophy.



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ABOUT ABE

The Association of Business Executives (ABE) was established in 1973. We are an internationally-recognised, not-for-profit awarding organisation particularly renowned for high-quality business and management skills development. Our head office is in South West London.



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