

YOUNG ENTERPRISE
COMPANY
PROGRAMME

AN INTRODUCTION FOR EDUCATORS

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programme

ye
YOUNG
enterprise
A Member of JA Worldwide

WELCOME TO COMPANY PROGRAMME

company programme

Company Programme provides a real-life learning opportunity that introduces young people aged 13-19 to the realities of the world of work.

Young people work in teams to set up and run their own Young Enterprise student company under the guidance of a volunteer. With access to **Company Connect** our dedicated platform, students are supported with bitesize tasks and interactive activities, as well as a wealth of resources and videos. Students teams make all the decisions about their business, from deciding the company name, managing company finances and selling to the public through pop up shops and our bespoke e-commerce platform, **Trading Station**.

Young people gain the practical business experience, enterprising mindset and employability skills needed to help them build successful futures. By completing an online self-assessment, young people can receive a personalised certificate to evidence the skills they have developed from taking part in Company Programme.

THE 8 STEPS OF COMPANY PROGRAMME

Company Programme can be run flexibly from 12 weeks up to a full academic year. Over the course of the programme students complete eight key milestones...

1 STARTING UP

Familiarise themselves with Company Connect, complete the Starting Up questionnaire, and start to understand the legal elements of running a student company.



2 CREATING THE BOARD

Decide the structure of their company, allocate director roles and set up their business current account.

3 GENERATING THE IDEA

Brainstorm and evaluate ideas for their product or service.



The **Planning the Journey** document can help you to identify the key tasks in each milestone. Students also have their own Milestone Map. Both documents are available on Company Connect.

4 BUSINESS PLANNING

Get their product or service approved, develop a business plan and start to raise capital.



5 LAUNCHING

Launch their products and services.



6 RUNNING THE ENTERPRISE

Start selling their products or services and have opportunities to participate in the company of the year competition.



7 WINDING UP

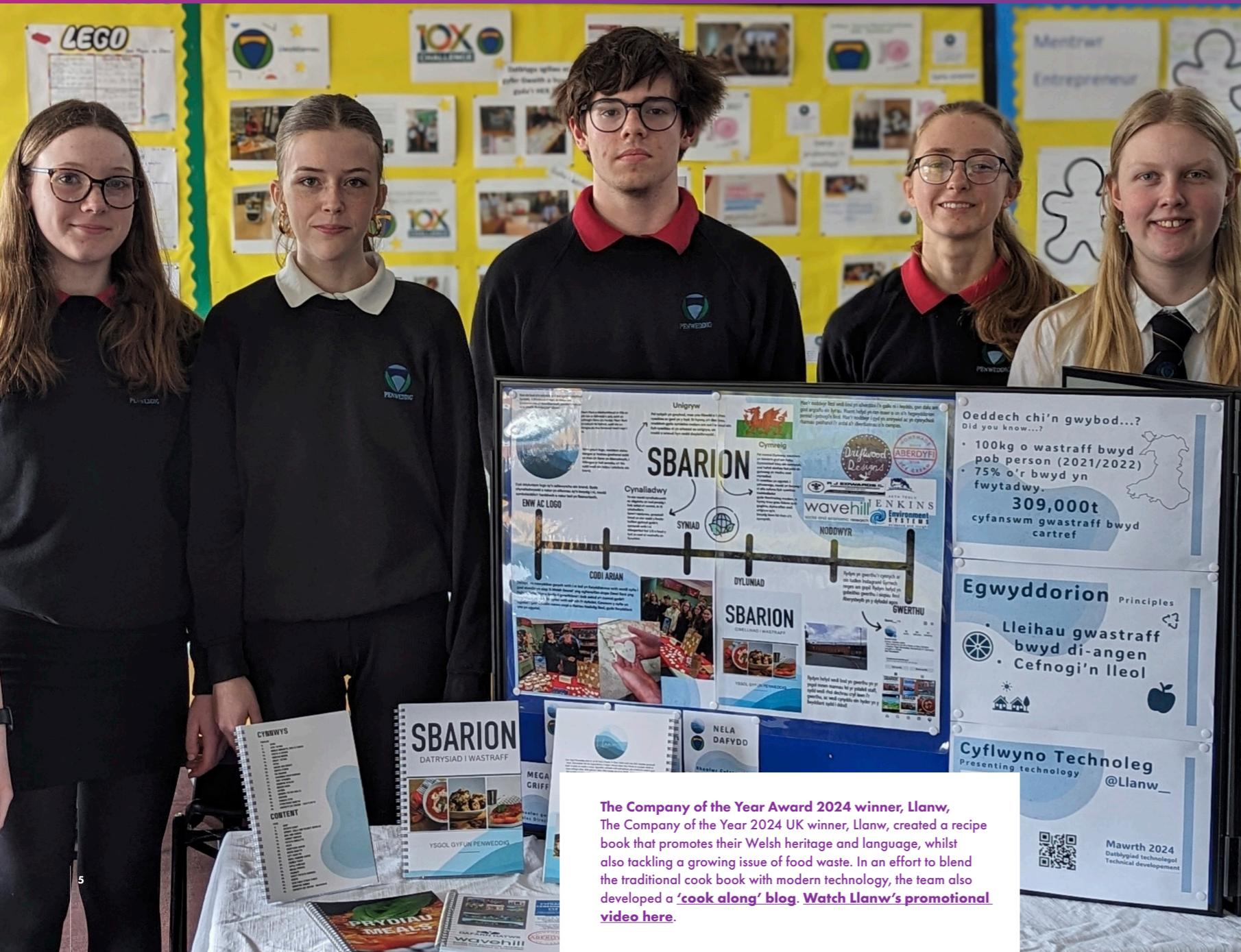
Sell off any remaining stock and finalise their accounts, before holding an AGM.

8 NEXT STEPS & LOOKING BACK

Reflect on their programme experience by completing the Looking Back questionnaire and downloading their personalised certificate, then start thinking about what's next by joining the Young Enterprise Opportunities Hub and preparing their CV.

COMPETITIONS

Student companies have the chance to compete against other teams at a local, county, regional and national level, offering a variety of development opportunities including public speaking, interview skills, and a chance to network with peer groups. The winning team then goes onto represent the UK at European level.



The Company of the Year Award 2024 winner, Llanw, The Company of the Year 2024 UK winner, Llanw, created a recipe book that promotes their Welsh heritage and language, whilst also tackling a growing issue of food waste. In an effort to blend the traditional cook book with modern technology, the team also developed a 'cook along' blog. Watch Llanw's promotional video here.



ONLINE COMPETITIONS

Student teams can also compete in regular online competitions which take place on Instagram where they can win between £50-100 to help kick start their business.

@youngenterpriseuk

HOW CAN COMPANY PROGRAMME **SUPPORT YOUR SCHOOL AND STUDENTS?**



SUPPORTING THE CURRICULUM

In 2022/23 almost a third of educators used Company Programme to support the delivery of GCSEs, A-Levels, T Levels and BTECs (or in Scotland, achieving the equivalent of a Scottish Higher), highlighting how it can be embedded and can contribute towards a broad and balanced curriculum.

The programme supports Ofsted success by contributing to judgements on the effectiveness of quality of education, leadership, and personal development by preparing students for the next stage of their education, training, or employment. Company programme can also be used to complete an EPQ with Pearson Edexcel.



DUKE OF EDINBURGH AWARD

Company Programme can be used by students to fulfil the skills element of the Duke of Edinburgh Award.



GATSBY BENCHMARKS

Company Programme can support schools to achieve a number of the Gatsby benchmarks by providing young people with meaningful employer encounters, personalised advice and guidance and a valuable insight into the world of work.



FINANCIAL CAPABILITY

Company Programme develops the financial capability of young people by helping them understand the important role money plays in business and our everyday lives.



DIGITAL SKILLS

With the growth of digital and the increase of artificial intelligence, employers are increasingly looking for people who are innovative, creative and adaptable, and who have the ability to apply these skills and attitudes, irrespective of the role. Company Programme provides the opportunity for young people to develop and evidence these skills in an engaging and challenging way.



EVENTS

Be it local trade fairs, or digital workshops, our events are designed to guarantee your students are getting stuck in and developing key employability skills and knowledge to support them in the programme and beyond.



HOW DO WE SUPPORT COMPANY PROGRAMME EDUCATORS?

Company Connect

Company Connect isn't only designed to help your students. With your own educator login, and company dashboard, you can manage your students including monitoring each student's progress as they work through the programme content.

Toolkit

Our toolkit is your one-stop-shop to supporting the programme. It provides helpful workflows, quick reference points, as well as useful hints and tips so that you can focus on maximising the benefit for your students.

YE Staff

Whether your **local YE representative**, or our dedicated Programme Support team, we're always on hand to help and guide you through the Company Programme journey. We'll also send regular reminders and suggestions of what your teams should be working on to help keep everyone on track.

GETTING **STARTED**

Begin your Company Programme journey by following these 4 steps....

1

Recruiting students to Company Programme

Company Programme can be run with groups of 2-32 students, and we encourage educators to consider which young people would most benefit from this unique skills development opportunity.

Top tips for recruiting:

1. Ask students to put themselves forward
2. Highlight the opportunity to develop key skills and how these will support future applications
3. Explain there is a high level of commitment and responsibility needed
4. Emphasise the fun of taking part!

Below we have shared some resources to support you in the recruitment process.

Once Company Programme has finished students will also have access to a range of opportunities through the Young Enterprise Opportunities Hub including employability and skills events, volunteering opportunities and mentoring, as well as opportunities to network with potential employers.

You may find the following resources helpful for recruiting students:

- [Letter to Parents \(English\)](#)
- [Letter to Parents \(Welsh\)](#)
- [Skills Poster](#)
- [Roles Poster](#)
- [Personal Statement Poster](#)
- [Student Recruitment PowerPoint](#)

Here's a short recruitment video that can be shown to your students in an assembly or at the start of a lesson...

DO YOU NEED SOMETHING ON YOUR CV, UCAS OR JOB APPLICATION TO MAKE YOU STAND OUT FROM THE CROWD?



2

Registering on Company Connect

Our dedicated platform, [Company Connect](#) provides bite size tasks and interactive activities to allow students to take control of their own learning. As they work through the content, students can also gain team points and individual badges to recognise their achievements and learning. Educators and volunteers can monitor progress via the dashboard and team progress tables from their login.

Follow these simple steps to register on Company Connect:

1. Head to [our website](#) and purchase the number of teams you need for your centre.
2. You will receive two emails, one confirming your purchase and a second containing your Company Connect registration link. Click on this link and set up your educator account.
3. Once logged into Company Connect, head to the Add Users page and follow the instructions to bulk upload your students. From this page you can also provide photo consent and invite any co-educators.
4. Once you've uploaded a student to Company Connect, they will be sent their own registration email containing their own link to register on the platform. They should click this and complete the registration process.

3

Meet your volunteer

We aim to partner each centre up with a volunteer who will support your students through their Company Programme journey.

What is the role of the volunteer?

- ✓ To regularly attend weekly board meetings (face-to-face or remotely) and provide advice and guidance on running their student company
- ✓ To ensure students operate within the legal parameters of the programme
- ✓ To guide students on sensible financial management practices
- ✓ To help students prepare for events such as local trade fairs and competitions
- ✓ To support students to reflect on the skills they are developing

Our Educator and Volunteer Toolkit, available on Company Connect, will provide more information about how the educator and volunteer roles work together.

4

Starting Company Programme

After registering on [Company Connect](#) you will receive an email to confirm your registration which also provides suggestions of next steps and things to focus on. Students will also receive a student version of this email with top tips on how to begin.

Students should log into Company Connect to start working through the milestone content. You can view all student tasks in Company Connect by clicking into the milestone resources and monitor each student's progress by viewing the student progress table on the company profile. The Planning the Journey document also provides a helpful overview of key tasks in each milestone.

Three of the top tasks for students to complete in **Milestone One** are...

- 1** Understanding the programme and the journey they're about to undertake.
- 2** Completing the Starting Up questionnaire.
- 3** Reading the Operating Framework to understand the legal rules of the programme.



Students will have opportunities to sell their products to the public at local trade fairs.

MAKING A DIFFERENCE

In 2022/23 9,709 young people from 634 schools, colleges, youth groups and alternative education provisions took part in Company Programme.

91%

of young people have the courage to keep trying when they find learning difficult after taking part in Company Programme

87%

of young people said Company Programme helped them to identify their strengths and weaknesses

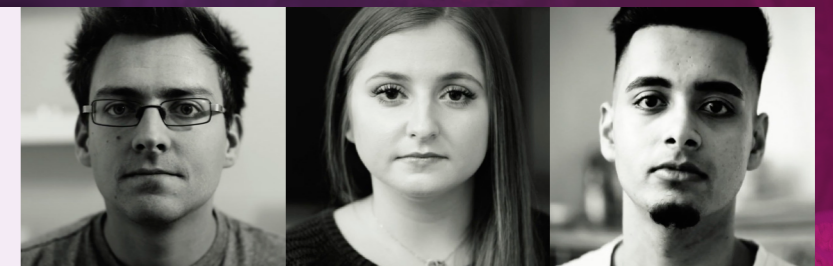
83%

of educators felt Company Programme improved young people's employability skills

READ OUR MOST RECENT [IMPACT REPORT HERE](#)

Hear from three Company Programme alumni talking about the difference the programme made to their lives:

[WATCH THE VIDEO](#)



CONTACT US

Thank you for your interest in Company Programme. We hope your students enjoy the experience!

If you have any questions about Company Programme please contact your local Educational Partnerships Manager for assistance. Contact details for your regional representative are available on our [website](#).

Alternatively, you can contact our Programmes Team on info@y-e.org.uk or call **01865 776845**

To find out more about our full range of programmes and services visit:

www.young-enterprise.org.uk

Young Enterprise

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Registered Charity number: 313697

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