



SimVenture *Learning Zone*  
**Entry Level Activities *Apprentice-5***  
***Teacher Notes***

1. Research		2. Product Design		3. Pricing		4. Marketing Promotions		5. Taking Control!	
Learning Outcome	Manage all the key elements of the business to penetrate the market.							Group Size	2/3/4
								Length	30mins+

**Introduce the activity**

This activity requires the learners to manage all the elements of the previous activities at the same time. They are provided with a business that will make a small amount of profit if enquiries are generated but the existing situation is not sustainable long-term.

**Load the game – *Apprentice-5***

**Share the brief**

Direct the students to the *Game* menu button and ask them to select *View Scenario Briefing*. The briefing explains the tasks that they need to complete and the outcomes they can achieve if they are successful. It can be accessed at any time during the scenario for reference. Explain that the scenario runs for 10 months but that they can reload the scenario and start again if they experience major problems and time permits.

**Activity**

**Background Information**

This scenario requires the learners to manage all the key elements covered in the previous activities over a 10 month period. It's constructed to provide them with every opportunity to succeed, but as with the other activities they will see significant variation across the group. The business advisor is activated in this scenario and will remind them if they are missing any of the key elements for success. Alternatively you may wish to direct them to the *Solve a problem* section accessed via the *Advisor* button on the menu bar. Here they will find guidance on dealing with specific issues that arise within the simulation.

**Outcomes**

Initially the target should be survival over the 10 months to the end of December. Although you can go beyond this date if you wish to extend the activity or differentiate for individuals/groups, they may learn more from recording their achievements and running the scenario again to make improvements on their progress. Where learners find success hard to come by encourage them to restart the scenario and consider what they can learn from their previous experience.

<b>Resources</b>	<b>Essential    Scenario: <i>Apprentice 5</i></b>
------------------	---------------------------------------------------