# SimVenture in Action
# Sheffield City Council
## Inspiring City-Wide Entrepreneurship

## Overview

It is widely acknowledged that in order to create an economy that can compete on the world stage, the number of start-up businesses needs to increase. At the same time it is important to increase the number of businesses that are surviving past 12 months.

As part of their desire to inspire enterprise and entrepreneurial thinking amongst students aged 14-19, Sheffield City Council purchased SimVenture site licences for 31 secondary schools and 1 Further Education College. In addition, the council requested training support so that teachers could maximise use of the software in the classroom.

Having experienced significant decline in its traditional industrial base, Sheffield Council were keen to find a sustainable and cost-effective educational resource that would engage students and at the same time fire imaginations towards the idea of self-employment.

## Outcomes

As a result of the investment, SimVenture is principally being used as a teaching aid for students taking 14-19 Diplomas in Business, Administration & Finance; Creative and Media; and IT. But since each institution has a site-wide licence, the software is also available to support a much wider variety of courses.

Bethan Crowe is responsible for introducing SimVenture to the Year 11 Business Studies course at Ecclesfield School in Sheffield. She believes that,

> "SimVenture demonstrates the many ways in which all business decisions are interlinked and teaches valuable lessons on cause and effect; it provides a holistic view of business, showing how every small decision can impact on the entire business."

Working with the universities in the city (both of which also use SimVenture), Sheffield Council have also organised 3 large-scale annual SimVenture competitions at which teams from all 30+ educational institutions were able to participate.

## Contact

For more information about the Sheffield City Council experience with SimVenture, contact David Kay by email: david.kay@sero.co.uk