

## Strand: **Enterprise**

### Entrepreneurs

#### **Learning outcomes in focus**

##### **Students should be able to:**

**Enterprise 2.1** Identify different types of financial, cultural and social enterprise and appreciate the role each plays in society

**Enterprise 2.2** Describe the skills and characteristics of being enterprising and appreciate the role of an entrepreneur in an organisation, in society and to the economy

#### **Learning intentions\***

##### **We are learning to:**

- Define entrepreneur
- Give example of an entrepreneur
- Understand the characteristics of an entrepreneur
- Understand the skills of an entrepreneur
- Identify problems entrepreneurs may encounter
- Recognise how entrepreneurs impact on our local community

#### **Teaching and learning context**

The students spent 7 class periods covering preparatory material prior to beginning the task. The task was to complete a project on an entrepreneur of their choice. Students had 2 class periods to work on the project as well as completing it as a homework activity. Students had access to computers and a printer in class. Some of the activities the students took in advance of starting the project included:

- Rate their knowledge prior to the lesson

- Brainstorm in groups using ranking ladder the word Entrepreneur
- Create a wordmoodle about the word entrepreneur
- Make a decision on a class definition of the word entrepreneur
- Discuss examples of entrepreneurs in their community
- Watch short clip about entrepreneurs and identify the problems the entrepreneurs face
- Discuss the word “skills” and identify their own skills
- Discuss the word “qualities” and identify their own qualities
- Collate a bank of skills and qualities with definitions of meanings
- Read a case study about a 2nd year student showing entrepreneurial skills and qualities and identify them
- Students will express their opinions of the entrepreneurial student in the case study
- Find three reliable sources of factual information; look at dates on the information, avoid chats / group discussions, exercise caution
- Looked at examples of projects and determine as a class what makes an effective presentation – e.g. bullet points, images, large font, correct spelling

\* What the student should know, understand and be able to do at the end of the lesson or series of lessons

\*\* Summary of the key steps the student needs to fulfil in order to achieve in the task

## Task

Complete a project on an entrepreneur that you admire.

## Success Criteria\*\*

**SC1:** Identify an entrepreneur and give at least 4 facts about their business enterprise.

**SC2:** Illustrate 3 skills shown by this entrepreneur.

**SC3:** Illustrate 3 characteristics shown by this entrepreneur.

**SC4:** Identify 2 problems this entrepreneur has faced or faces.

**SC5:** Give your opinion of the entrepreneur.

**SC6:** Include at least 2 images in your project.

**SC7:** Present your project in a poster form which can be hand written, typed or a combination of both following our guideline for effective presentations

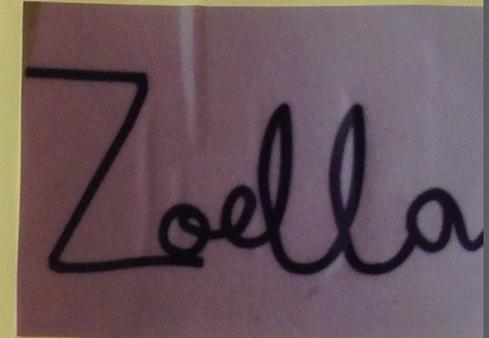
**SC8:** State where you sourced information

\* What the student should know, understand and be able to do at the end of the lesson or series of lessons

\*\* Summary of the key steps the student needs to fulfil in order to achieve in the task

Zoella: The squeaky clean big sister no teen should be without" The Daily Telegraph

# Zoe Sugg



## Who is Zoe Sugg?

Zoe Elizabeth Sugg was born on 28 March 1990 and was brought up in Wiltshire, England. She now lives in Brighton.

Zoe is an English fashion and beauty vlogger, YouTuber, author and has also released her own range of beauty products. She is best known as Zoella (her YouTube username).

In February 2009 while working in an Interior Design Company she started her blog, "Zoella". She says on her official website that she chose to write about the things she liked and felt passionate about and also to share her love of photographs. Within a year she had over 1000 followers. Later that year she started her first YouTube channel "Zoella280390" to show her favourite fashion and beauty products. Her second channel "MoreZoella" shows vlogs where she shows how she spends her day. She also demonstrates her baking and does tutorials for makeup. In 2016 she hit 11 million subscribers.

In September 2014 Zoe launched a range of beauty products – her 'bath and beauty' range was quoted as being the "biggest beauty launch of the year". She also launched a range called "Tutti Fruity" in 2015 and this year launched a range called "Sweet Inspirations". Zoe also plans to launch more beauty products for Christmas and some home accessories.

On 25 November 2014 Zoe released her first book, 'Girl Online', about a 15 year-old anonymous blogger and what happens when her blog goes viral. This book was the fastest selling book of the year in 2014. The sequel, 'Girl Online, On Tour' was released in October 2015 and seems to be just as popular.

Zoe promotes her products by using her social media skills. She has millions of viewers on her YouTube channel and also has over four million followers on Twitter and over seven million on Instagram. Zoe has also appeared on television programmes (Loose Women and This Morning) to discuss her success and promote her products.



## Skills

- Motivation** – Zoe works with ideas and products that she loves and is passionate about, this gives her great motivation.
- Planning and setting goals** – Zoe has the ability to plan ahead and time her launches, for example she plans to launch a new range of products for Christmas time. After writing her first book 'Girl Online', she realised that it was such a success that she planned to write another one 'Girl Online On Tour'
- Artistic** – Zoe loves art (she got an A\* in her A Levels) this has helped with her career. Her designs are clever and appeal to young people which is important when there are so many other product to choose from.

"Zoe Sugg's YouTube success wins her two-book deal for novels". The Guardian

"The teenage vlogger with millions of fans set to conquer the world". The Daily Mail



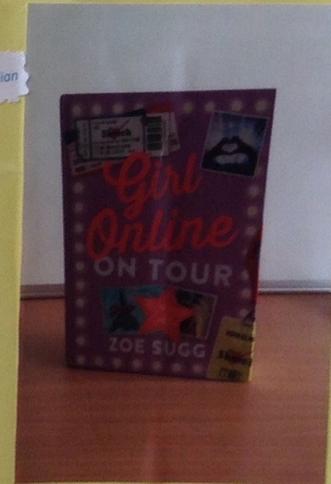
## Problems she has faced

Zoe has had some bad media coverage. In 2014 she was criticised for filming while she was driving her car. A policeman said that "she could have killed someone" because she had her eyes off the road and couldn't have had complete control of her car. Zoe made a statement saying that "at the time of filming she was in mostly stationary traffic".

Zoe experienced the bad side of being an online celebrity when she released her first book, Girl Online. She was forced to admit that she used a ghost writer and said she never expected such a negative response, she then took a short break from the internet.

## Personal opinion

My opinion of Zoe is that she is inspiration to young people. She appeals to young people because she is funny, friendly, pretty and intelligent. Personally I love her products, I think they work very well. I surveyed twenty-eight friends asking "how many people have Zoella products?" the results were nineteen have some of her products and nine don't. I think this proves how popular her products are.



"Zoe Sugg's Girl Online is fastest selling book of the year". The Guardian

## Qualities

- Confident** – To appear on a YouTube channel you have to have a lot of confidence. Zoe has talked about having to overcome anxiety in the past but as her career has grown so has her confidence as she now has millions of viewers and appears on television and in magazines. She also has to do book launches and 'meet and greets' where she has to promote her products and talk to the media and her fans.
- Charitable** – In 2014 Zoe sang as part of the Bands Aid 30 charity on the single "Do They Know It's Christmas? This was to raise funds for the Ebola virus epidemic in West Africa. She also took part in the Comic Relief Great British Bake Off which raises funds for many charities.
- Good Role Model** – Zoe is a good example of a young entrepreneur. She is hard working, has had great success, appears to be friendly to all her fans and does charity work.



Year	Award ceremony	Awards and nominations	
		Category	Result
2011	Cosmopolitan Blog Award	Best Established Beauty Blog	Won
2012	Cosmopolitan Blog Award	Best Beauty Vlogger	Won
2014	Nickelodeon Kids' Choice Award	UK Favourite Vlogger	Won
2014	Teen Choice Award	Choice Webstar: Fashion/Beauty	Won
2015	Teen Choice Award	Choice Webstar: Fashion/Beauty	Won
2016	Shorty Award	YouTuber of the Year	Pending

## Teacher annotations using the success criteria

The annotations capture observations by the teacher, using the success criteria, with a view to establishing the level of achievement this work reflects. The annotations and judgments were confirmed by a Quality Assurance group, consisting of practising teachers and representatives of the Inspectorate, the State Exams Commission and the Junior Cycle for Teachers support service.

**Zoe Sugg:**

**The student fulfilled all success criteria as they:**

**SC1:** Gave numerous facts about the enterprise

**SC2 and SC3:** Illustrated skills and characteristics

**SC4:** Identified problems

**SC5:** Good personal opinions

**SC8:** Good images – including pictures she took

**The student could improve by:**

Making her font larger

Last quality would be better as hard working

**Overall judgement:**  Above Expectations