FACULTY OF BUSINESS IT AND COMPUTING SCIENCE

S2 Business Enterprise
Music Festival
Experiences and Outcomes and Learning Objectives Covered

Topic	E's and O's	Learning Objectives
Lesson 1 Introduction to the course **Create a name and logo for your music festival**	SOC-2-22a TCH-3-03a	• To introduce the concept of branding • To create a logo and name for the festival
Lesson 2 **Planning the arena and festival site while staying within budget**	TCH-2-01a SOC-3-21a MNU-309b	• To stay within budget • To identify the material required to design and create a festival arena
Lesson 3 and 6 **Selecting Artists for the festival.**	MNU 3-09b MNU 2-11a MNU 3-11a	• To stay within budget • To select a variety of performers to meet the needs of a mixed audience Lesson 6 • To ensure each stage has an artist playing at each time slot. • Ensure time slots are followed
Lesson 4 **Create a map of the arena**	TCH 307-a TCH 307b	• To introduce pupils to the concept of site planning to build an arena that is accessible for all.
Lesson 5 **Create a model the arena using the map as a guide**	TCH 2-01a SOC – 3-21a	• To introduce pupils to the concept of site planning to build an arena that is accessible for all.
Lesson 7 **Creating an advert and selecting sponsors**	TCH 3-09c	• To introduce pupils to the concept of marketing and the importance it has on the success of a business/venture
Lesson 8 **Create a prototype design for a T-shirt that could be sold at the festival**		• To create a T-shirt design that could appear to a wide section of customers. • The T-shirt must include the logo
Lesson 9 **Create tickets and wristbands**	EX-3-06a TCH – 307b TCH-304a	• Why are tickets and wristbands important • Pupils will create tickets and design wristbands for their festival
Lesson 10 **The Presentation**	TCH-307b Tch-403b TCH407a	To present our festival ideas to the class. Who has the best festival

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