

**Enterprise: Recruiting a new employee**

**Aim** Provide an enterprise challenge activity to design a campaign to attract new employees to a particular sales area.

**Preparation** VIEW Retail must be pre-installed on a stand alone PC or network (where licensed). The enterprise activity could be undertaken by an individual or group of students.

Students will need some support in beginning their exploration of VIEW Retail. This can be achieved through a quick demonstration of by using the 'student guide' first. The students may also benefit from having access to maps on a printed sheet, to help them navigate around.

Students will need the attached student sheet with a pen or pencil, writing on the sheet or on another piece of paper.

Students would benefit from access to newspaper/magazines and/or the internet to research salary ranges for young sales staff and how they are advertised.

**Links to** Enterprise  
**WRL** Applied GCSE Business

**Outcomes** Improved skills with VIEW  
Familiarisation with topic content in VIEW  
Improved understanding of enterprise and the function of effective presentation of a product or service.  
Improved problem solving key skills

**Pre activity** Students might discuss the importance of recruiting the right people for a job and how involved this process can be. They may reflect on how much effort is made according to the position under review.

**Activity Enterprise challenge**

The student is asked to explore Therapy on the ground floor and listen to what Jay has to say in his interview. Jay has been asked to devise a plan to recruit several new staff to work in the area. The students must devise a recruitment plan that could include a range of promotional activities; including an advert in a newspaper, magazine and local radio.

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**Post activity** Groups/individuals compare and contrast their plans.

Design an information leaflet and an application form for the job

Develop criteria by which applications could be judged  
How important is the form when it is all that you have. What about writing quality etc?

Develop a set of interview questions that could be used for final selection.

Develop ideas beyond the interview for selecting the right person.

**Extension activities** Research pay rates for Retail job roles

Encourage an HR person or representative from a local recruitment company to come in and judge the entries and talk about applying for a job.

## You will need...

You will need pen and paper to record your ideas and present your plans.

You may want to have the map for the ground floor and the points of access to the lower ground floor, and the map of Therapy.

Sometimes the store needs to recruit new staff and must think about how to recruit the best people.

### The challenge

Jay is the Supervisor for the lower ground floor, Therapy. He would like your help in devising a plan for recruiting three new sales assistants for the area he is responsible for. The plan must be presented to the HR department.

To recruit successfully, the store wants to have as many people inspired to apply as possible. But how can they attract so much interest. They will need a job advert but what should it say? Where shall they advertise? Could they produce an advert for local radio? What about posters and leaflets?

Visit Therapy, look around and listen to Jay's interview and help to make up a recruitment campaign for him. Your ideas must be ready to present to the HR department, convincing them that you can attract enough attention and recruit the right person.

If you visit the HR offices (by going to the fifth floor, entering the offices door, going upstairs and through to HR), then on one of the timelines you will find a recruitment leaflet for 'friends of colleagues'. That might offer some ideas.