

Aim Provide an Enterprise Challenge activity to develop better information for tourists from overseas.

Preparation VIEW Retail must be pre-installed on a stand alone PC or network (where licensed). The work experience 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 might need the help of the Modern Foreign Language department.

Links to WRL Enterprise
Applied GCSE Business
Modern Foreign Languages

Outcomes Improved skills with VIEW
Familiarisation with topic content in VIEW
Improved understanding of enterprise
Improved problem solving key skill development
Improved understanding of an MFL in a business context.

Pre activity Some familiarisation with VIEW is necessary as the students need to look around the store.

Encourage students to understand the challenge including the context in which it is set.

Activity Enterprise challenge

Students review the store's signs, symbols and staff and how they are greeting and informing overseas tourists, suggesting improvements.

Post activity Produce some new signs and symbols
Learn perhaps a basic greeting in three different languages and practice
Review how the school provides information in different languages.
Present the ideas for class comment.

Extension activities Translate some basic sales literature into a MFL

You will need...

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

The maps of each floor of the House of Fraser may help you record what you find and make it easier to locate it later.

Using the VIEW Retail application, enter the front doors of House of Fraser. For this challenge you may need to explore each floor looking for ideas.

The challenge

The store manager is concerned that the store properly receives customers who are tourists from overseas. He wants you to review the signs and symbols around the store and present a plan to improve the welcome and basic information for tourists from abroad including how staff greet them.

He would like you to make some suggestions for improvements to the store.