

# PJF COURSES & QUALS

IGNITING ENTERPRISE AT KS4 AND KS5



**PETER JONES  
FOUNDATION**



**PETER JONES  
ENTERPRISE  
COURSES**

# PJF COURSES & QUALS

## OUR OFFERING



### OUR MISSION

The Peter Jones Foundation has been at the forefront of enterprise education for over 15 years. Our mission is to provide young people and disadvantaged groups with the enterprise skills and experiences to better prepare them for successful employment or self-employment. We do this through encouraging, educating and empowering the young people we serve.

### OUR ENTERPRISE OFFERING

Our suite of pioneering courses have been designed to transform attitudes to entrepreneurship and enterprise education, focusing on learning-by-doing. Developed in conjunction with awarding body Pearson, our courses lead to globally recognised qualifications in business, enterprise and entrepreneurship. The suite of resources is designed to create real opportunities for young people to succeed in the world of work, business and education and beyond, both at KS4 and KS5.



*We have chosen to deliver the Tech Award in Enterprise with the Peter Jones Foundation. This has massively enhanced the learner experience of the course as well as the opportunities that are available to them.*

*Anna White, Head of Faculty for Social Science, The Green School for Girls*

# PJF Enterprise Suite

THE OPPORTUNITIES AT KS4



## WORKING IN PARTNERSHIP

Working with schools to combine your teaching expertise with our network of business leaders and dynamic enterprise opportunities.

## STUDENT & TEACHER BENEFITS

- Online teacher training
- Access to £2,000 of Tycoon start-up funding
- 6 exclusive Flash Challenges delivered by business leaders
- 6 Igniting Enterprise webinars hosted by emerging and established entrepreneurs
- Pitching Practice through the PJF Perfect Your Pitch Challenge
- Opportunity to start and run their first business through Tycoon
- Chance to win fantastic prizes through our Flash Challenges
- Opportunity to join meaningful conversations with entrepreneurs through Igniting Enterprise webinars
- Chance to develop life-long skills and win the National Enterprise Skills Award

*Choosing a PJF course was the best decision that I've made in my life so far. I chose the Academy because of all the hands-on experience that it allows you to have along with all the opportunities and doors it opens."*

*Hassan Iqbal, PJEA Alumni & Managing Director, Creative Pixels Agency*

# ENTERPRISE ACADEMIES

## PETER JONES ENTERPRISE ACADEMIES AT KS5



### OUR FLAGSHIP PROGRAMME

The Peter Jones Enterprise Academy is our flagship programme for schools and colleges. Our comprehensive package now gives students more opportunity to learn from industry leaders and start meaningful conversations with the entrepreneurs building their businesses now.

### STUDENT & TEACHER BENEFITS

- Online teacher training
- Access to £3,000 of Tycoon start-up funding
- 20 exclusive Flash Challenges delivered by business leaders
- 6 Igniting Enterprise webinars hosted by emerging and established entrepreneurs
- Opportunity to start and run their first business through Tycoon
- Chance to win fantastic prizes through our Flash Challenges
- Opportunity to join meaningful conversations with entrepreneurs through Igniting Enterprise webinars
- Chance to develop life-long skills and win the National Enterprise Skills Award
- Opportunity to pitch for £5,000 funding through the National Entrepreneur of the Year competition
- A prestigious graduation with Peter Jones CBE
- Receive three years free support and Alumni status for PJEA graduates

### CENTRES OF EXCELLENCE

- We provide all branding materials so that you can create a distinct centre of enterprise and entrepreneurship at your school or college.
- Working together and listening to your needs, we create a compelling narrative that helps to foster a culture of enterprise and develops a pipeline of ambitious entrepreneurial talent.

# PJF Courses & Quals

## The Costs



### PJF LEVEL 2 COURSES

PJF LEVEL 2 COURSES	GLH	UCAS POINTS	PERF TABLES	ANNUAL LICENSE FEE (1 YEAR GROUP)	ANNUAL LICENSE FEE (2 YEAR GROUPS)
BTEC Level 2 (Post-16) Technical Certificate in Business Enterprise	240	NA	YES	£750	£1,000
BTEC Level 2 (Pre-16) Tech Award in Enterprise	120	NA	YES	£750	£1,000
GCSE Business Studies	120	NA	YES	£750	£1,000

### PETER JONES ENTERPRISE ACADEMY (PJEA) LEVEL 3 COURSES

PJEA LEVEL 3 COURSES	GLH	UCAS POINTS	PERF TABLES	ANNUAL LICENSE FEE (1 YEAR GROUP)	ANNUAL LICENSE FEE (2 YEAR GROUPS)
BTEC Level 3 Enterprise and Entrepreneurship Including: Foundation Diploma, Diploma, Extended Diploma	FD: 510 D: 710 ED: 1080	YES	YES	£4,000	£6,000
A Level Business Studies	360	YES	YES	£4,000	£6,000
A Level Economics B	360	YES	YES	£4,000	£6,000

Please note our fees include all partnership costs, with the exception of travel and payment to Edexcel (or other course provider) for certification. If a centre is a PJEA, there is no additional licence fee for any other programme and so the maximum annual charge per provider is £6,000.

# PJF COURSES & QUALS

## Resources & Opportunities

### RESOURCES & OPPORTUNITIES

### PJF COURSES AT LEVEL 2

### PJEA COURSES AT LEVEL 3

Flash Challenges

x6

x20

Tycoon Goodwill Loans

£2,000

£3,000

Tycoon Digital Mentor



Exclusive Tycoon League



Pitching Competition



Ingiting Enterprise Webinars

x6

x6

Masterclasses

x12

x24

Microlearns

x10

x10

PJEA Business Blast



Graduation with Peter Jones CBE



EntFest Priority Pass



National Entrepreneur of the Year Competition



National Enterprise Skills Award Competition



Teaching Resources, PowerPoints and Lesson Plans



Termly Network Meetings



PJEA marketing assets, merchandise and support in recruiting



PJEA Alumni Scheme (post-18)



# PJF COURSES & QUALS

## FAQs

### **What does it mean to be a PJF Course Provider?**

PJF works with schools and colleges across the UK to support the delivery of a number of business, enterprise and entrepreneurship qualifications including the BTEC Level 3 Nationals in Enterprise and Entrepreneurship, the BTEC Level 2 (post-16) Technical Certificate in Business Enterprise and the BTEC Level 1/2 (pre-16) Tech Award in Enterprise. We also support the A Levels and GCSEs in Business across all the main exam boards. We support teachers in bringing the course to life and in particular, with bringing the external voice of business leaders and entrepreneurs into the classroom. We do this in a variety of ways, including; challenges that we have developed with business partners that are aligned to the specification (Flash Challenges), webinars with entrepreneurs, masterclasses from business experts, our perfect your pitch challenge and our Tycoon competition.

### **What does it mean to be a Peter Jones Enterprise Academy (PJEA)?**

The PJEA is our flagship programme. When schools launch a PJEA they bring the prestigious PJEA brand into their business and enterprise department and work with the Foundation to establish a centre of excellence for business, enterprise and entrepreneurship education. As well as providing our full suite of resources and opportunities, we work with schools and colleges to market the PJEA and support with student recruitment. The PJEA is our Key Stage 5 provision and so, if you are a PJEA, you will necessarily be delivering a BTEC Level 3 qualification in enterprise and entrepreneurship and/or an A Level in Business. Some of the exclusive opportunities available to our PJEA providers include: Our National Entrepreneur of the Year Competition, Our PJEA Graduation with Peter Jones CBE and entry into our Tycoon 3K competition.

### **How does doing Tycoon as a PJF Course Provider differ from your free mainstream Tycoon Enterprise Competition?**

Tycoon is a free national enterprise competition that gives young people from 5 through to 18 the opportunity of setting up and running a micro-business whilst at school or college and with a goodwill loan from PJF. The free competition comes with a goodwill loan of up to £1,000 per school. However, we have mapped Tycoon to the qualifications we support and give our course providers the opportunity of taking part in an elevated iteration of the programme, with extra funding. Our Level 2 providers can access up to £2,000 and are entered into an exclusive Level 2 League. Our Peter Jones Enterprise Academy providers, delivering Level 3 courses, can access a goodwill loan of up to £3,000 per school or college. The Tycoon winners from our Level 2 and Level 3 competitions are presented with a trophy by Peter Jones CBE at our annual ceremony and are entered in our national competition with the chance of winning £1,000.

### **How does Tycoon differ from other programmes that help young people set up and run a business in school?**

The key differentiator is the goodwill loan. As a Level 2 provider, you can access up to £2,000 per school giving your students a good level of start-up funding to get their businesses off the ground. Tycoon is also a very flexible programme and can be run across the autumn term, the spring term or across both the autumn and the spring. How much does the PJF Level 2 Course cost? Our Level 2 providers pay a fixed annual licence fee of £750 for one year group and £1,000 for two year groups as a contribution to costs.

### **How much does the PJEA cost?**

Our Level 3 providers pay a fixed annual licence fee of £4,000 for one year group and £6,000 for two year groups. We cap our fees at £6,000 and so it is possible to deliver the Level 2 course alongside the PJEA at no extra cost.

# PJF COURSES & QUALS

## FAQs

### **Can we select some elements of the course and not others? For example, just sign up for your Igniting Enterprise Webinars?**

No, the PJF Level Course is a suite of resources and opportunities that come as a package. Unfortunately, it is not practical for us to offer them as separate items and we believe the different elements compliment each other and are best used together.

### **How often do you host the Igniting Enterprise Webinars?**

We host Igniting Enterprise Webinars every half term, usually in the penultimate week before the end of term/half-term.

### **What business leaders and entrepreneurs do you work with?**

We work with a diverse mix of business leaders and entrepreneurs from big brands to SMEs and young and upcoming business founders. The key for us is that any business speaker we put in front of students is engaging and relatable and that the content is relevant to the course.

### **Do you provide teachers?**

No. The course is taught by a teacher employed by the school or college, usually a Business Studies teacher. We provide training and work closely with that teacher so that they can get the most out of the resources and opportunities provided, bringing the maximum amount of enterprise into the course.

### **Do you have a textbook?**

No, we recommend teachers use the course books provided by Pearson. Our resources and opportunities will compliment this and help bring it all to life.

### **Will our students meet Peter Jones CBE?**

If they do well in our Perfect your Pitch Challenge (aligned to Component 2) or in the Tycoon 2K competition, then they will be invited to our celebration event and meet Peter Jones CBE on stage for an award.

### **Do you arrange for guest speakers to come into schools?**

Not typically but we certainly don't mind being asked if you have a specific request.

### **How do we find out more?**

Please go to our website [www.peterjonesfoundation.org](http://www.peterjonesfoundation.org) or contact [info@pjea.org](mailto:info@pjea.org)

# PJF COURSES & QUALS

## Contact Us



Are you ready to join the Peter Jones Foundation as a partner in enterprise? We'd love to start a conversation.

**GET IN TOUCH WITH OUR MANAGING DIRECTOR, BILL MUIRHEAD TO ORGANISE A CALL**

COMPLETE AN EXPRESSION OF INTEREST FORM

SERVICE LEVEL AGREEMENT

ONBOARDING AND TRAINING

LAUNCH

Charity Number 1110288,  
Company Limited by Guarantee Number: 05321690

**Get in touch:**  
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