



The Allan Gray Entrepreneurship Challenge

Module 5 Teacher's pack

Module Video



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This is it!

After weeks of discussions and deliberations, misadventures and mistakes, triumphs and tests, we have made it to the final module of gameplay. The learners that have come this far are to be congratulated. Apart from a tribute to their mental strength, their achievements are a sign of real entrepreneurial flair and business acumen.

The basics

Before we recap the previous module's work, and look at what's in store for players in this module, here's a quick reminder of our usual admin.

- Just because we're nearing the end of gameplay doesn't mean you should skip the Monday session with your learners. In fact, the session in this module is especially important; apart from hearing how they felt about the previous module's activities, you can also use it to warn them that it will take some time before the winners are announced.
- The Friday staffroom session is also useful for helping the teachers in the entrepreneurship coalition consolidate their own learnings and experiences gleaned as they and their learners journeyed through this Challenge.

The previous module's gameplay

Module 4 saw learners tackling issues related to competition as they undertook their first acquisition.

- Learners faced two choices when they came across rival companies with similar offerings to their own: they could take them on by **making their own product more attractive**, either by reducing the price or offering more value; or they could increase marketing activity. Alternatively, they could grow their business inorganically by **acquiring one of the rival companies**.
- They had to select one of two rival companies to acquire. They were advised to consult their CFOs, who would give them information to guide them through this difficult decision.
- If their acquisition was on target, the players would enjoy the benefits and advantages of having access to a second pot of revenue and a second brand. Conversely, if they had chosen the wrong company, their revenue would decrease, and their viability would come under threat.

In this module's classroom session, ask your learners how they felt about the exercise.



The module ahead

This is the module that learners come full circle: they started out with a startup, found sources to help the company grow, developed a product, achieved further growth through sales and perhaps acquisitions, and saw it gain market share as it competed against rival companies. Now, it's about to entrench its status as a fully-fledged company by issuing an IPO (Initial Public Offering).

- Creating an IPO requires that players understand **the working of the stock exchange**, so make sure they are familiar with **what** a stock exchange is and **how** it works, what our own stock exchange is called and **where** it is based.
- They will also need to find out **what shares are, how they are issued**, and the **factors that influence share price** at the time of listing.
- Players will have the chance to see the **social impact** of their businesses. This is important, because we believe that by doing good business and doing business well, you can achieve social business. This is especially true of the sectors we have chosen for the Challenge: health, education, good security and finance.
- Linked to this, please explain the concept of **Corporate Social Investment** to learners. At the end of the classroom session, they should understand that many organisations set up dedicated CS departments specifically so that they can amplify their social impact.
- Before ending the session, point out to learners that the tasks they have focused on during the past four modules have all been operational in nature. **Operations** is, of course, an essential part of business, but each operational task must be completed at a time and in such a way that they contribute to the overall **long-term business strategy**.

Important

Explain to learners that strategy is rooted in the company's mission and vision. To understand these concepts, learners should ask themselves: what do I want this company to achieve?

Strategy guides the company's activities and operations. Think of it this way: if you were standing in your house, you wouldn't be able to see further than the garden. But if you were to take a helicopter ride, you would see the whole house, the homes next to it, the entire street and, eventually, how these fit into the neighborhoods as a whole. Strategy therefore relates to the **goals and ultimate view** of the company, while the business's operations are the steps it takes to attain these goals. Obviously, with the Challenge ending in this module, we won't be issuing any further teacher packs or videos. That said, we would like you to take some extra time to prepare your class for what's going to happen next.

Please note

Although everyone is eager to find out who the winners are, they must understand that this is going to take some time. As mentioned, as this is a public facing competition, all results must be audited.

Let them know that they won't be able to check on the leaderboards at the end of this module, as these will be hidden from now on.

Please assure the players that you understand their frustration and impatience but urge them to trust the process.

Important

Remind the learners that there are fantastic prizes to be won by those who played a strategic game. The top players will also be invited to participate in the Applied Learning Challenge - Business Venture Pitching Contest where even bigger prizes will be up for grabs.

Thank you so much for taking part in this year's Challenge. We hope you learnt an enormous amount but, more than that, we hope you've had fun!

Enquiries

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