



Kids in Business

WE ARE THE FUTURE

Learning Roadmap— Scope & Sequence

LEVEL 1

We equip young minds with the knowledge and skills to become financially savvy and entrepreneurial leaders of tomorrow.

Learning Outcomes & Benefits

Level	Module	Skill Development	Unit		
			1	2	3
1	1	Financial Literacy	What is Money?	Needs & Wants	How Adults Earn Money

1. Grasping the idea that money is a tool:

- **Learning Outcome:** Kids will understand that money is a resource that can be used to achieve their goals and fulfill their needs.
- **Outcome Benefits:** This understanding will lay the foundation for financial responsibility and long-term planning. Kids will develop the ability to make informed decisions about how they spend their money.

2. Learning about physical currency and digital transactions:

- **Learning Outcome:** Kids will gain knowledge about the different forms of money, including physical currency and digital transactions.
- **Outcome Benefits:** This knowledge will enable kids to navigate the evolving financial landscape with confidence. They will understand concepts such as online banking, digital wallets, and the importance of cybersecurity in financial transactions.

3. Understanding the difference between needs and wants:

- **Learning Outcome:** Kids will be able to differentiate between needs and wants, recognizing that needs are essential for survival and well-being, while wants are desires that can be prioritised.
- **Outcome Benefits:** This understanding will foster financial discipline and responsible decision-making. Kids will develop the ability to prioritise their spending, avoid impulsive purchases, and make informed choices about how they allocate their resources.

4. Learning that adults trade their time, services, and skills for money:

- **Learning Outcome:** Kids will comprehend that adults earn money by exchanging their time, services, and skills for payment.
- **Outcome Benefits:** This understanding will instil a strong work ethic, gratitude, and ambition in kids. They will appreciate the value of hard work, develop a sense of responsibility, and be motivated to explore their own talents and passions.

Learning Outcomes & Benefits

Level	Module	Skill Development	Unit		
			1	2	3
1	2	Business Skills	Employee & Entrepreneur	What is a Business?	Products & Services/ Kid Businesses

1. Differentiating between Employee vs. Entrepreneur:

- **Learning Outcome:** Kids will comprehend the difference between being an employee and an entrepreneur.
- **Outcome Benefits:** This understanding will ignite their entrepreneurial spirit and encourage them to think differently

2. Understanding the Concept of a Business?

- **Learning Outcome:** Kids will grasp the concept of a business, understanding that it involves providing goods or services to meet people's needs or wants.
- **Outcome Benefits:** Kids will appreciate the role of businesses in society, recognise the value of innovation, and develop an entrepreneurial mindset.

3. Differentiating between Products and Services:

- **Learning Outcome:** Kids will differentiate between products and services, understanding that products are tangible items, while services are intangible actions or tasks performed for others.
- **Outcome Benefits:** This understanding will broaden their perspective on the types of businesses that exist, and it will spark their creativity as they consider potential business ideas.

4. Learning about Businesses that Kids can get into:

- **Learning Outcome:** Kids will explore various business ideas that are suitable for their age and capabilities.
- **Outcome Benefits:** This exploration will nurture their entrepreneurial spirit and encourage them to think creatively. They'll gain a sense of empowerment, realising that they can turn their passions and interests into viable business venture.

Learning Outcomes & Benefits

Level	Module	Skill Development	Unit		
			1	2	3
1	3	Business Skills	Business Idea Concepts	Branding Business Name	Branding Business Logo

1. Exploring Business Concept Ideas:

• **Learning Outcome:** Kids will explore business ideas, and develop the ability to identify their interests, skills, societal needs, and trends.

• **Outcome Benefits:**

- A. Encouraging children to explore business ideas helps them discover their passions and interests at an early age.
- B. Identifying societal needs and trends allows kids to develop critical thinking skills and find innovative solutions to real-world problems.

2. Investigating Business Name Ideas:

• **Learning Outcome:** Kids will investigate business name ideas, by learning to be creative, and will understand the importance of branding.

• **Outcome Benefits:**

- A. Encouraging kids to come up with business name ideas sparks their imagination and nurtures their creative thinking abilities.
- B. Understanding the significance of a business name in creating a brand identity lays the foundation for future marketing and branding endeavours.

3. Researching Logo Concept Ideas:

• **Learning Outcome:** Kids will research logo concept ideas, and develop an understanding of visual representation, design principles, and the power of branding.

• **Outcome Benefits:**

- A. Creating logo concepts encourages kids to think critically about how to visually communicate a brand's essence and values.
- B. Understanding the impact of a well-designed logo helps kids appreciate the importance of branding and its role in building recognition and trust.

Learning Outcomes & Benefits

Level	Module	Skill Development	Unit		
			1	2	3
1	4	Business Skills	Creating/ Sourcing Products	Customer Service	Marketing Strategy

1. Creating & Sourcing Products:

- **Learning Outcome:** Kids will investigate the fundamental principles of product creation and explore various approaches to sourcing products.
- **Outcome Benefits:** Exploring the principles of product creation and various approaches to sourcing products equips kids with valuable skills, knowledge, and experiences that can benefit them in entrepreneurship, problem-solving, decision-making and real-world application.

2. Customer Service:

- **Learning Outcome:** Kids will recognise the essential elements necessary for providing customer service in a business setting
- **Outcome Benefits:** Learning about customer service provides kids with valuable skills that are essential for personal and professional growth. These skills include effective communication, problem-solving, empathy, adaptability, and responsibility.

3. Learning about Earning and Spending:

- **Learning Outcome:** Kids will learn about the principles of creating a marketing strategy for their business and develop a customised marketing strategy tailored to their own needs and goals.
- **Outcome Benefits:** Kids will discover how to identify target audiences, differentiate their products or services, and effectively promote their business.

START

MODULE

1

What is Money?

How do Adults
earn Money?

Needs & Wants

MODULE

2

Employee
vs
Entrepreneur

What is a
Business?

MODULE

3

Business
Concepts

Products vs Services
/Kids Businesses

Business
Namers

Logo
Concepts

MODULE

4

Reinvesting/Giving

Earning/Spending

Growth Mindset/Skills of an
Entrepreneur

END

