

Analysis of Feedback – BMW Enterprise / Apprenticeship workshop

Date of visits – 18th December 2024

Cohort – 30 students across Years 10-12

Purpose – Encounter with employer to develop understanding of organisational structure within a national/international business

Expected Outcomes:

- Students will develop an understanding of the different strands/structures within BMW and the connections between the different departments
- Students will engage with staff from the technical, marketing/advertising, shop floor and engineering departments within BMW.
- Students will develop awareness of the different types of graduate schemes, apprenticeships and training opportunities within BMW
- Students will develop awareness of marketing and advertising to promote the brand
- Students will develop enterprise skills during the team task of designing a landmark and pitching its benefits to a panel of expert judges

Post-Event Student Survey

Q1 – I enjoyed participating in the BMW Enterprise event at school

Strongly Agree	Agree	Disagree	Strongly disagree
29	1	0	0

Q2 – I enjoyed meeting members of staff from different departments at BMW

Strongly Agree	Agree	Disagree	Strongly disagree
29	1	0	0

Q3 – I now have a better understanding of the different departments that exist within a national company like BMW

Strongly Agree	Agree	Disagree	Strongly disagree
27	3	0	0

Q4 – I now have a better understanding of the different jobs and skills required in the different departments at BMW.

Strongly Agree	Agree	Disagree	Strongly disagree
27	3	0	0

Q5 - I now have a better understanding of the skills and experience companies like BMW are looking for in their employees

Strongly Agree	Agree	Disagree	Strongly disagree
29	1	0	0

Q6 – I now have a better understanding of the graduate and apprenticeship programmes ran by BMW

Strongly Agree	Agree	Disagree	Strongly disagree
26	14	0	0

Q7 – I now have a better understanding of the importance of strong communication skills in the world of work

Strongly Agree	Agree	Disagree	Strongly disagree
29	1	0	0

Q8 – I now have a better understanding of the importance of demographics in marketing / advertising campaigns

Strongly Agree	Agree	Disagree	Strongly disagree
25	4	1	0

Q9 – I now have a better understanding of the opportunities open to women in a company like BMW

Strongly Agree	Agree	Disagree	Strongly disagree
29	1	0	0

Q10 – The event changed my perception on working in a company like BMW, which is generally viewed as a male dominated company?

Strongly Agree	Agree	Disagree	Strongly disagree
28	2	0	0

Feedback from BMW Staff

- *‘Excellent behaviour displayed by all students’*
- *‘Research for presentation tasks highlighted student’s had grasped the functions of different departments’*
- *‘Probing questions asked by a significant number of students’*
- *‘Students were confident and secure in their presentations and generated some interesting ideas that were outside of the box’*
- *‘Students displayed a real interest in finding out about opportunities at BMW’*
- *‘Excellent marketing campaigns planned and delivered by all groups’*
- *‘A significant number of students displayed strong entrepreneurial flair’*

EBI - What will we do differently next time?

- Pre-event planning – form tutor period prior to event to encourage students to think about the entrepreneurial skills they will be expected to display in the activities.