

The Dragons' Den

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Dragons' Den is a BBC TV series where entrepreneurs pitch their ideas to secure investment finance from the dragons - elite business entrepreneurs.

If you've ever had an idea to make money, Dragons' Den is THE show to watch and the contest to enter. All manner of money-spinning minds will step into the intimidating world of business financing, determined to make dreams come true. All you need is the cash. To get this, you must face the Dragons, all of whom are formidable business thinkers with the money to make things happen.

But this is no lottery - the contestants will need all their powers of reasoning, presentation and persuasion to convince our five business experts that theirs is a product worth investing in. The Dragons know what makes a successful idea, how much it's worth and how much cash is needed to get it off the ground.

Students will have the opportunity to work in teams, to innovate and find a product, idea, concept or start-up to pitch to the "Dragons". Preparation for the "pitch" i.e. being a contestant on this TV show (role play) will be made in class and also for homework. Each student will have a chance to be a dragon, a pitcher and a judge.

The BBC original TV show and those from other countries will be viewed and the various pitches will be analysed to improve vocabulary, expression, voice modulation, cultural knowledge and overall communication skills.

Other viewings include the Ernst and Young Entrepreneur of the year awards and a study of social entrepreneurship, including stakeholder theory and corporate social responsibility "Who or What really counts"

Evaluation:

- 20% homework assignments (reading assignments, writing pitches)
- 20% active participation in class (pitching, discussing, project collaboration)
- 20% student-led activity
- 40% for the final "pitch".

What this module offers the student: New business vocabulary acquisition, the language of negotiation, the art of persuasion and the opportunity to entertain and be entertained, in addition it broadens cultural awareness and attempts to analyse and question the weight and impact of innovation in the world.

"So students are you in or out?"