

## Cambridge IGCSE® Enterprise case study

### Pinehurst School, New Zealand

Pinehurst School is a small, independent, co-educational school for students aged five to 18, located in Albany on Auckland's North Shore, a beautiful area of New Zealand's North Island. The school has 850 pupils from all over Greater Auckland and has been a Cambridge school for a number of years.

Pinehurst School has been awarded CIE's Centre of Excellence status, placing it among the top percentile of Cambridge schools worldwide. It offers the Cambridge International Primary Programme, Cambridge Checkpoint at lower secondary level, and Cambridge IGCSEs and Cambridge International AS and A Levels at upper secondary level across a broad range of subjects.

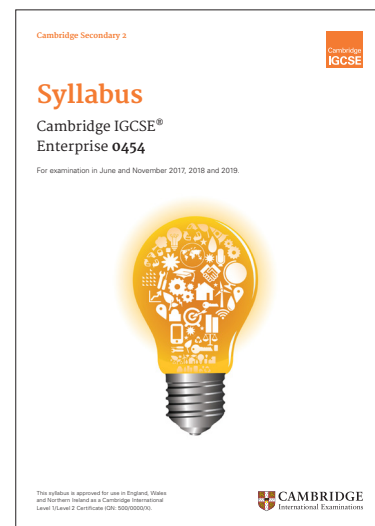
Cambridge international qualifications prepare Pinehurst students to become global citizens. The school feels that Cambridge qualifications give their students a love of learning, a love of life and equip them with the emotional resilience to withstand the knocks along the way.

#### Why does Pinehurst School teach Cambridge IGCSE Enterprise?

Pinehurst School has a strong 'Enterprise' culture woven into its fabric. For the past eight years, the school has run an enterprise scheme, and students have regularly won awards. New Zealanders are entrepreneurial, and so offering Cambridge IGCSE Enterprise was seen as important as teaching reading, writing and mathematics.

“Pinehurst students studying Cambridge IGCSE Enterprise feel they are doing a 'live-wire' course that is closely related to the real world. They are acquiring skills that will help them achieve success in the real world – skills such as problem solving, meeting deadlines, thinking, and being creative, researching information, diarising, working in teams, leadership, confidence and belief in their own ideas.”

June Baptista, Head of Humanities,  
Pinehurst School, New Zealand



Business entrepreneurs such as Graeme Hart, social entrepreneurs such as Dame Georgina Kirby, and sports entrepreneurs such as Les Mills inspire New Zealand students to achieve their best. The school knew that Cambridge IGCSE Enterprise was a subject that would resonate with most Pinehurst students. The school was particularly attracted to the Cambridge IGCSE Enterprise coursework because it allows Pinehurst students to combine creativity with practicality. Rote learning has become a thing of the past; student-centred learning is 21st century learning, and Pinehurst students respond very positively to this as it allows them to be actively involved in learning, and to use their imaginations.

They have enjoyed all the activities that Cambridge IGCSE Enterprise has put their way including a recent trip to Wellington when students were able to meet the New Zealand Prime Minister and quiz him on a number of relevant issues.



### How does Pinehurst School teach Cambridge IGCSE Enterprise?

The Cambridge IGCSE Enterprise teacher has taught Cambridge subjects such as Business Studies, Accounting and Economics around the world for 13 years. Designing the Cambridge IGCSE Enterprise course involved coming up with activities and lessons that were new and fun, yet informative. Teaching Cambridge IGCSE Enterprise allows real creativity in lesson planning, says Pinehurst School's Enterprise teacher.

Some highlights of the Cambridge IGCSE Enterprise course involved:

- Meeting the Prime Minister on a trip to Wellington where students got to ask some great questions.
- Visiting the Reserve Bank (New Zealand's Central Bank), and seeing the original MONIAC (Monetary National Income Analogue Computer) created in 1949, in action.
- Visiting the Bank of New Zealand Museum and learning about banking and its historical link with business.
- Visiting the Treasury where students were asked to draw up their own budget for New Zealand.

Cambridge IGCSE Enterprise students at Pinehurst chose the subject in Year 10. The course is taught over two years, with four 50-minute classes per week.

Pinehurst School students study entrepreneurs who inspire them, who are good role models, and who they have researched in depth. Cambridge IGCSE Enterprise students have the opportunity to meet and hear presentations from inspirational entrepreneurs from the local community. They will also participate in a three-day event called SELL (Student Enterprise Learning Link). The programme will be exciting for students as it will allow them to present their business plans based on designing an innovative product to a group of business 'dragons' in the style of the BBC show Dragons' Den. Judges will be drawn from businesses in the local community.



“I have just written a whole lesson plan for the Smart Board on ‘SWOT analysis’ that I really enjoyed creating, and which allowed me to unleash my own creativity. I like the fact that I can give free rein to the practitioner/ researcher/artist in me to think up dynamic, inspiring and thought-provoking lessons.”

June Baptista, Head of Humanities  
Pinehurst School, New Zealand

**Learn more!** For more information on **Cambridge IGCSE** please visit [www.cie.org.uk/igcse](http://www.cie.org.uk/igcse) or contact Customer Services on +44 (0)1223 553554 or [info@cie.org.uk](mailto:info@cie.org.uk)