

Curriculum Map: Year 10 Enterprise						
	Half Term 1	Half Term 2	Half Term 3	Half Term 4	Half Term 5	Half Term 6
Topic	Component 2: Planning for and Pitching an Enterprise Activity	Component 2: Planning for and Pitching an Enterprise Activity	Component 1: Examine the purpose, characteristics of enterprises and entrepreneurs. Types of small and medium enterprises	Component 1: Explore how market research helps enterprises to meet customer needs and understand competitor behaviour	Component 1: Exploring Enterprises Internal & External factors that influence success	Branding Project – 'The Meal Deal'
Intent	Learn about a diverse range of businesses and entrepreneurs.	Learn about how businesses find gaps through market research and the importance of planning. To develop students practical and transferable employability skills	Learn about a range of contrasting local enterprises to identify their purpose and the range of products and services provided by each one.	Learn about how individual needs differ and how businesses meet those needs. Learn about how research drives decision making	Help to develop social, cultural, ethical and environmental awareness through exploring factors that influence businesses	develop diverse ambitious enterprising individuals with the ability to think commercially and creatively
Lesson Intentions	Lesson 1: To understand the requirements of BTEC Enterprise Lesson 2: To choose 2 business ideas and begin to research competitors Lesson 3: To calculate the pricing and costing for 2 business ideas Lesson 4: To explain the methods of promotion you are going to use to promote your business Lesson 5: To produce a questionnaire for your business Lesson 6: Complete the justifications of the chosen business	PSA Task 1b: Business plan section: To complete a realistic business plan • Ownership • Aims • Features of product • Pricing strategy • Methods of promotion • Target market • Resources required • Financial information including break-even, cashflow and profit & loss account • Risk assessment • Viability of plan PSA Task 2a: Presentation section: To create a	Lesson 1: To learn about the different types of SME Lesson 2: To explain the advantages and disadvantages of limited companies Lesson 3: Explain the different types of sectors Lesson 4: To identify different types of aims for a business PSA Task 1a: Write a report explaining how the activities support the aims of the business Lesson 5: To explain the skills and characteristics of an entrepreneur PSA Task 1b: Write a report explaining how	Lesson 1: Understand the 4 customer needs Lesson 2: To analyse the methods of Primary market research Lesson 3: To analyse the methods of secondary market research PSA Task 2: complete a comprehensive report analysing the benefits and drawbacks of primary & secondary research methods the selected business uses	Lesson 1: Explain the political & economic factors that impact a business Lesson 2: Explain the Social & Technological factors that impact a business PSA Task 3a: create a PEST analysis for a selected business and recommendations for actions the selected business can take Lesson 3: To explain how a business uses a SWOT analysis PSA Task 3b: create a SWOT analysis for a selected business and recommendations for	

	PSA Task 1a: Complete a fully supported report with reasons for selecting and rejecting micro business ideas	presentation summarising the elements of the business plan PSA Task 2b: Reviewing section: To make detailed supported judgements about the production of the presentation Reviewing section: To make detailed supported judgements about the delivery of the presentation Reviewing section: To make detailed supported recommendations for improvement	the skills and characteristics of the entrepreneur support their aims of the business		actions the selected business can take	
Key Knowledge	Generating ideas for a realistic micro-enterprise, considering: - innovation of products or services - new contexts for products or services - new markets for products or services. Finalising an idea for a realistic micro-enterprise considering: - resources available - financial forecasts - costing and pricing - methods of communication and promotion	Drawing up a realistic implementation plan for a chosen idea to include: - financial and non-financial aims of the micro-enterprise - product or service to be sold. - identifying the target market - methods of communication with the customer, and why certain promotional methods are appropriate. - physical and financial resources needed, how these will be obtained and financial forecasts. - human resources needed.	Looking at a range of contrasting local enterprises to identify their characteristics: - size - location – physical, online or both. - type of ownership, and the people who run them. - the number of people employed. - Aims & Objectives - Social and political pressures - Looking at a range of local entrepreneurs - skills for success	Knowing the importance of anticipating and identifying customer needs, and how local enterprises identify customer expectations. Understand how the products and services can be linked to target markets and a market segment: - demographic - geographic - psychographic - behavioural. How a range of enterprises conduct market research, using: - primary and secondary research and its uses	Analysing how internal & external factors affect a range of enterprises and their success or failure including: - understanding their markets (competition and customers) - keeping customers satisfied - planning and financing effectively, and coping with unforeseen costs - marketing and promoting the enterprise. - unforeseen human resources costs. - Competitors - Consumer confidence	Learn about brand positioning and what influences the marketing mix Learn about the appropriate promotion strategies for different market segments: advertising, sponsorship, product trials, special offers

	potential customers	a risk assessment and contingency plan to overcome any issues identified and ensure the quality of the product or service. Pitch a micro-enterprise activity. Preparing an individual pitch to an audience, summarising the micro-enterprise plan, incorporating key elements and including: presentation and communication skills rehearsal and preparation.		understand how a range of enterprises use the qualitative and quantitative data gathered to ensure they meet customer needs. Analyse how businesses use data to make products competitive: price quality availability unique features and selling points (USP). identifying competitors	Changes in legislation	
Key Skills	ICT literacy Writing, Application, explain, describe, analyse, justify, decision making, evaluation, investigation, interpretation of qualitative and quantitative data. leadership, personal and communication skills technical and practical skills.	ICT literacy Writing, Application, explain, describe, analyse, justify, decision making, evaluation, investigation, interpretation of qualitative and quantitative data. leadership, personal and communication skills technical and practical skills communication, relationship building, Intrapersonal Skills – self management & development and presentation skills.	Writing, Application, Contextualise, debate, explain, describe, analyse, justify, decision making, evaluation, investigation, reasoning	Writing, Application, Contextualise, debate, explain, describe, analyse, justify, decision making, evaluation, investigation, reasoning. quantitative, calculations, interpretation, manipulation	Writing, Application, Contextualise, analyse, justify, decision making, evaluation, investigation,	Creativity, design, planning, Story board, narration
Key Vocabulary	Entrepreneur, USP, business plan, primary research, secondary research, target market, marketing mix, competitors, resources	Human resources, innovation, invention, markets, promotion, forecasting Pitch aims and objectives, strategy, projected,	Enterprise, SME, entrepreneur, revenue, characteristic, sole trader, partnership, social enterprise, limited company, social aims,	Primary research, secondary research, Focus groups, qualitative data, quantitative data, competitive environment, census, journals, statistics,	SWOT, PEST, legislation, consumer law, economical, technological, opportunities, threats, fiscal policy, inflation,	Brand loyalty, aesthetics, features competitive, loyalty scheme, public relations, viral advertising, e-commerce

		forecasted, revenue, break-even, communication, target market, finance, product, service.	economic, proactive, opportunity cost	Demographic segmentation, behavioural segmentation, psychographic. Segmentation, target market, products, services, convience	exchange rates, interest rates	
Key Reading	Business case studies Lesson Resources	Business case studies Lesson Resources Students Business Plan	Business case studies	Business case studies	Business case studies News (current affairs)	Students Business Plan
End Point	Students to have fully researched three potential enterprise ideas. Students to have conducted primary and secondar research into their final idea.	Able to fully explain and describe their enterprise activity with justifications supported by research. Complete financial documents including forecasting, break even charts and profit and loss accounts. Develop practical experience in business planning and pitching. Demonstrate knowledge and understanding of business concepts and issues.	Students to have successfully analysed an enterprise: Purpose Aims & objectives. Ownership Skills of the owners	Students to have successfully analysed how enterprises: Target markets Customer needs Students to have successfully analysed an enterprise: Research methods Suitability of methods How this links with success	Students to have successfully evaluated an enterprise: Internal & external factors that contribute to their success.	Students to have successfully developed a marketing campaign including, branding, logo, poster, social media, loyalty cards. Radio advert etc for their business idea from Component 2
Links to British Values	Democracy - They may simulate democratic processes in business environments, like voting on business ideas or leadership roles.	Rule of Law - look at ethical behaviour and corporate responsibility, reinforcing respect for rules in society Individua Liberty - Students are encouraged to develop their own business ideas, showing independence and freedom of thought. They are taught to take responsibility for their	Mutual respect & Tolerance - Learners explore how businesses operate in diverse communities and how inclusivity can benefit enterprise. Case studies often include businesses that succeed through diversity and respecting customer and employee differences.		Democracy - Politics relating to fiscal policy and how this effects the economy (inflation rates, unemployment, interest rates) Rule of Law - We look at the health and safety at work act, equality act, national minimum wage act.	Individua Liberty - Students are encouraged to develop their own business ideas, showing independence and freedom of thought

		choices and understand risk-taking in enterprise. The course supports personal initiative, self-management, and the freedom to express ideas within the business context.				
Links to Careers	Planning a business activity - This mirrors what project managers, entrepreneurs, and business planners do. Students learn how to: • Set objectives • Identify resources • Estimate costs and revenue • Create action plans These are transferable to roles in administration, operations, logistics, and retail management.	Pitching & presentation skills - These skills are vital in marketing, sales, entrepreneurship, and leadership roles. Learner's practice presenting a business idea to an audience—just like pitching to investors, employers, or clients. This builds confidence, public speaking ability, and professionalism, all of which are valued in interviews and workplace settings.	The course introduces students to different types of businesses and industries, helping them discover roles they might not have known about (e.g. marketing, finance, operations). Students research real businesses, business owners, and entrepreneurs, providing insight into career journeys and pathways.	Market research & customer needs - students learn how enterprises identify and meet customer needs through market research. This connects to careers in: • Marketing • Product development • Market analysis • Customer experience	Inspiration for Career paths - By exploring a range of enterprises and entrepreneurs, students gain insight into career journeys and business success stories. This helps students think about: What type of business or industry they might want to work in Whether they'd like to start their own business one day How people progress in their careers	
Form of Assessment	Coursework	Coursework Completion and submission	Coursework	Coursework	Coursework completion and submission	Enterprise project – creation of campaign
Enrichment opportunities	Guest speaker – from local business Hands on business project					
Leadership opportunities	Independent project work, report writing, debate and discussion activities.					