

**Curriculum Map: Year 10 Enterprise**

	Half Term 1	Half Term 2	Half Term 3	Half Term 4	Half Term 5	Half Term 6
<b>Topic</b>	<b>Component 2:</b> Planning for and Pitching an Enterprise Activity	<b>Component 2:</b> Planning for and Pitching an Enterprise Activity	<b>Component 1:</b> Examine the purpose, characteristics of enterprises and entrepreneurs. Types of small and medium enterprises	<b>Component 1:</b> Explore how market research helps enterprises to meet customer needs and understand competitor behaviour	<b>Component 1:</b> Exploring Enterprises Internal & External factors that influence success	<b>Branding Project</b>
<b>Intent</b>	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
<b>Key Knowledge</b>	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 potential customers	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. a risk assessment and contingency plan to	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 understand how a range of enterprises use the qualitative and quantitative data gathered to ensure	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 Changes in legislation	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

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

		market, finance, product, service.		segmentation, psychographic. Segmentation, target market, products, services, convivence		
<b>Key Reading</b>	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
<b>End Point</b>	Students to have fully researched three potential enterprise ideas.  Students to have conducted primary and secondary 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
<b>Form of Assessment</b>	Coursework	Coursework Completion and submission	Coursework	Coursework	Coursework completion and submission	Enterprise project – creation of campaign
<b>Enrichment opportunities</b>	Guest speaker – from local business Hands on business project					
<b>Leadership opportunities</b>	Independent project work, report writing, debate and discussion activities.					