

KS4 Curriculum Plan 2022-2023

		LP1	LP2	LP3	LP4	LP5
Year 10	TOPIC	Component 1: Exploring Enterprises – Internal coursework unit	Component 1: Exploring Enterprises – Internal coursework unit	Component 1: Exploring Enterprises – Internal coursework unit	Component 2: Planning for and Pitching an Enterprise Activity – Internal coursework unit	Component 2: Planning for and Pitching an Enterprise Activity – Internal coursework unit
	Knowledge	Learning Aim A – Students will learn and examine the characteristics of enterprises Students examine local SMEs that would provide contact beyond desk-based research.	Learning Aim B - Students will learn and explore how market research helps enterprises to meet customer needs and understand competitor behaviour.	Learning Aim C - Students will Investigate the factors that contribute to the success of an enterprise	A - Students will explore ideas and plan for a micro-enterprise activity. A1 content - Students will develop their knowledge and understanding of the skills required to plan for a micro-enterprise activity.	A – Students will explore ideas and plan for a micro-enterprise activity. A2 content - Students will draw on their exploration of enterprises to draw up an implementation plan for their chosen enterprise idea.
	Skills	Students will write detailed reports and consider the characteristics of the SMEs and their owners, and the importance of these characteristics in achieving success. Students will enhance their ICT skills and use computers and the internet to undertake market and secondary research on their chosen SMEs. Students will explain and assess how effective the market research methods used by the SMEs are in terms of meeting customer needs and understanding competitor behaviour. Students will use computers and the internet to undertake research on the internal and external factors for their chosen SME. A1 - Students will begin to generate ideas for a micro-enterprise activity. Students will prepare a plan supported by research, to include: <ul style="list-style-type: none"> the product or service to be sold and its selling price setting appropriate aims identification of the target market ICT skills – Students will enhance their ICT skills and create a realistic plan using Microsoft Word. A2 – Students will plan for a micro-enterprise activity Students will learn to estimate and plan what resources are needed and how to obtain them.				
	Key Vocab	SME, Size, Objectives, Aims, Products, Services, Employees, Location, Online, Physical presence, Opening times, purpose and customer base.	Primary, secondary, questionnaires, Focus groups, data, internal, external, feedback, responses, improvements and statistics	Internal, external, staffing, costings, HR issues, economic, legal, financial, politics, legislation, rules and regulations.	Enterprise, entrepreneurial, business plan, ideas, business names, business ideas, finances, start-ups, planning and resources	Marketing, promotion, location, equipment, costings, running costs, financial and non-financial aims.

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Year 11	TOPIC	Component 3: Promotion and Finance for Enterprise – External synoptic component.	Component 3: Promotion and Finance for Enterprise – External synoptic component.	Component 3: Promotion and Finance for Enterprise – External synoptic component.	Component 2: Planning for and Pitching an Enterprise Activity – Internal coursework unit	Component 2: Planning for and Pitching an Enterprise Activity – Internal coursework unit
	Knowledge	Learning Aim A -Promotion Students will explore the different methods of promotion used by enterprises, their suitability for different sizes of enterprise, including the factors they consider when choosing the most appropriate.	Learning Aim B - Financial records Students will complete, interpret and check the information on financial documents and statements.	Learning Aim C - Financial planning and forecasting Students will complete cash flow forecasts, and investigate the effects of positive and negative cash flow on an enterprise.	Learning Aim B - Pitch a micro-enterprise activity B1 – Students will learn to pitch a micro-enterprise activity, presenting key elements of a business plan logically.	Learning Aim B - Learning aim B: Pitch a micro-enterprise activity B2 – Students will present a business pitch, developing presentation skills like a positive attitude and communication skills like positive body language, gestures and eye contact.
	Skills	Students will learn to consider the different elements of the promotional mix in order to be able to identify target markets and put forward strategies that enterprises can use to increase their success in the future. Students will learn to assess and analyse financial information in an enterprise context to monitor the performance of an enterprise and strategies to improve its performance. Students will learn to investigate cash flow forecasts and statements, exploring the effects that positive and negative cash flow can have on an enterprise, and suggesting ways to improve them. Students will constantly enhance their ICT skills and create a realistic plan using Microsoft Power-Point. Students will continue to improve their ICT skills and create a realistic Business plans using Microsoft Power-Point. Students will finally learn to deliver a pitch for their idea to an audience using their knowledge of business, and demonstrating entrepreneurial characteristics, qualities and skills. Students will create and pitch a plan for their chosen idea so that they have an opportunity to explain their idea to an audience. The pitch will show the audience the learner's idea in summary format. The audience may include teachers and/or peers.				
	Key Vocab	Advertisement, digital, sales promotions, public relations, personal selling, medium and message.	Invoice, receipts, summary of accounts, purchase orders, delivery notes, accuracy and legal requirements.	Inflows, outflows, net cash flow, opening balance, closing balance, profit, loss, assets, liabilities, short-term and long-term.	Presentation, speaker notes, visuals, handouts, communication, personal selling, questions and answers	Logo, advertisement, PowerPoint, Clarity, body language, eye contact and professional