

## Curriculum Plan 2024-25

		LP1	LP2	LP3	LP4	LP5
Year 10	TOPIC	<b>Component 1: Exploring Enterprises – Internal coursework unit</b>	<b>Component 1: Exploring Enterprises – Internal coursework unit</b>	<b>Component 1: Exploring Enterprises – Internal coursework unit</b>	<b>Component 2: Planning for and Pitching an Enterprise Activity – Internal coursework unit</b>	<b>Component 2: Planning for and Pitching an Enterprise Activity – Internal coursework unit</b>
	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 also investigate internal and external factors that have an impact on the operations of selected SMEs. Students will use computers and the internet to undertake research on the internal and external factors for their chosen SME. <b>A1 - Students will begin to generate ideas for a micro-enterprise activity.</b> Students will prepare a plan supported by research, to include: <ul style="list-style-type: none"> <li>the product or service to be sold and its selling price</li> <li>setting appropriate aims</li> <li>identification of the target market</li> </ul> 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. Economic changes, interest rates, new technology, political issues, environmental factors, social impacts, corporate social responsibility and competitor behaviour.	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	<b>Component 2: Planning for and Pitching an Enterprise Activity – Internal coursework unit</b>	<b>Component 2: Planning for and Pitching an Enterprise Activity – Internal coursework unit</b>	<b>Component 3: Marketing and finance for enterprises</b>	<b>Component 3: Marketing and finance for enterprises</b>	
	Knowledge	Learning Outcome A -Be able to complete a business plan for a chosen business idea.Learning Outcome A - Be able to complete a business plan for a chosen, business idea	Learning Outcomes B&C- be able to present their business idea. Students understand the content required to create an effective business presentation.	Learning Outcome A -Be able to develop skills and knowledge to pass the external exam. Students will gain an understanding of marketing and promotional activities in a business.	Learning Outcome B&C -Be able to understand the different financial documents used in business. Students will know the different payment methods, the different costs used in a business and the different financial documents used in business.	Year 11 students will leave after coursework is completed and their final external assessments are sat in the May examination window.
	Skills	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.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.				
Key Vocab	Advertisement, digital, sales promotions, public relations, personal selling, medium and message.	Correlate, fixed cost, variable costs, profit, product lifecycle, advertising, ownership	Advertisement, digital, sales promotions, public relations, personal selling, medium and message.	Inflows, outflows, net cash flow, opening balance, closing balance, profit, loss, assets, liabilities, short-term and long-term.	Logo, advertisement, PowerPoint, Clarity, body language, eye contact and professional	