

YEAR 10 enterprise CURRICULUM PROGRESSION OVERVIEW

Subject Curriculum Intent

The Enterprise curriculum aims to provide learners who wish to acquire knowledge and skills through vocational contexts by studying the knowledge, behaviours and skills related to researching, planning, pitching and reviewing an enterprise idea as part of their Key Stage 4 learning. The qualification enables learners to develop their technical skills, such as market research skills, planning, promotional and financial skills using realistic work scenarios, and personal skills, (such as monitoring own performance, time management and problem solving) through a practical and skills-based approach to learning and assessment. Learners will acquire knowledge, understanding and skills to underpin their practical activities in assessment, which will complement their GCSEs. The qualification will broaden their experience and understanding of the varied progression options available to them.

	Autumn Term 1	Autumn Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
Topic	Component 2 - LAA Choose an idea and produce a plan for a micro-enterprise idea.	Component 2 - LAA Choose an idea and produce a plan for a micro-enterprise idea.	Component 2 - LAB Present a plan for the micro-enterprise idea to meet specific requirements.qa	Component 2 - LAC Review the presentation of the micro-enterprise idea to meet specific requirements	Component 1 – LAA Examine the characteristics of enterprises	Component 1 – LAA Examine the characteristics of enterprises
Core Knowledge/ Threshold Concept	Generating ideas for a micro-enterprise activity • Plan for a microenterprise activity	Generating ideas for a micro-enterprise activity • Plan for a microenterprise activity	<ul style="list-style-type: none"> • Pitching a microenterprise activity • Presenting a business pitch 	<ul style="list-style-type: none"> • Using feedback and review to identify possible changes 	<ul style="list-style-type: none"> • What is an enterprise? • Types and characteristics of small and medium enterprises • The purpose of enterprises • Entrepreneurs 	<ul style="list-style-type: none"> • What is an enterprise? • Types and characteristics of small and medium enterprises • The purpose of enterprises • Entrepreneurs
Why this learning now?	Learners have limited exposure to Business and Enterprise during Key Stage 3. Learners do study finance and associated themes	Learning is sequenced so learners explore and research successful enterprises in component 2 and then apply this research	Learners in Component 2 will Plan for and pitch their own enterprise idea. It is crucial that learners understand what	Learners in Component 2 will Plan for and pitch their own enterprise idea. It is crucial that learners understand what	Learners develop their knowledge and skills periodically over time. They investigate businesses and local enterprises. During	Component 1 really focusses on research skills and learning about the successes off existing enterprises and entrepreneurs.

	within the Maths curriculum in addition to learning about personal finance during PHSE. Learning is sequenced to follow the order of content as outlined in the specification.	when developing their own enterprise idea during component 2.	makes a successful enterprise and entrepreneur in component 2 so they are able to use this detailed knowledge to ensure they develop their own successful enterprise demonstrating the key entrepreneurial skills researched during component 2	makes a successful enterprise and entrepreneur in component 2 so they are able to use this detailed knowledge to ensure they develop their own successful enterprise demonstrating the key entrepreneurial skills researched during component 2	component 1 learners research successful local enterprises, the different types of enterprises such as small, medium and large. Learners also research entrepreneurs and the skills and qualities they possess to make an enterprise success.	
Assessment Opportunities:	Generating Ideas Skills Audit Good & Services Target Market Aims Resources Risk Assessment Complete Component 2 Assignment LA: A	Generating Ideas Skills Audit Good & Services Target Market Aims Resources Risk Assessment Complete Component 2 Assignment LA: A	Pitching Pitch Visual Aids Using Feedback Complete Component 2 Assignment LA: B &C	Pitching Pitch Visual Aids Using Feedback Complete Component 2 Assignment LA: B &C	Learners will explore the activities enterprises undertake and the characteristics and skills of the entrepreneurs that run them.	MOCK examination to identify gaps followed by self and peer assessment.
Learning at Home	Generating Ideas - Resources/Costing. Component 2: Assignment 1: Learning Aim A: Explore ideas and plan for a microenterprise activity	Generating Ideas - Resources/Costing. Component 2: Assignment 1: Learning Aim A: Explore ideas and plan for a microenterprise activity	Planning Pitch Self- assessment. Component 2: Assignment 2: Learning Aim B: Pitch a microenterprise activity Learning aim C: Review own pitch for a microenterprise activity	Planning Pitch Self- assessment. Component 2: Assignment 2: Learning Aim B: Pitch a microenterprise activity Learning aim C: Review own pitch for a microenterprise activity	Research their chosen businesses and entrepreneurs - LAA	Research their chosen businesses and entrepreneurs - LAA
Key Vocabulary	Business Plans Products/services Costs/Pricing Promotion Risk Assessment	Business Plans Products/services Costs/Pricing Promotion Risk Assessment	Business Plans Products/services Costs/Pricing Promotion Risk Assessment	Business Plans Products/services Costs/Pricing Promotion Risk Assessment	Types of businesses, Business models, aims and objectives, entrepreneurs and leaders.	Types of market research, customer need and competitor behaviour.

Spiritual, Moral, Social and Cultural concepts covered	<p>Learners develop their ability to understand the importance of social, moral and cultural changes. The different spiritual beliefs of people play a key role in enterprise planning. Learners are made aware that these beliefs need to be considered when bringing out new products and often embed this practice when they are planning their own enterprise product idea. This leads onto the Learners having the chance to work in teams, be creative, use their problem-solving skills and adapt products to meet the wants and needs of customers with different beliefs. Learners explore equal opportunities legislation and how it has changed over time. This provides the opportunity for them to form their own opinions and broaden their morals.</p>
Links to careers and the world of work	<p>Careers Accountant, Management Consultant, Social Media Manager, Financial Analyst, Business Teacher, Business Reporter, Actuarial analyst, Business adviser, Business analyst, Business development manager, Corporate investment banker, Data analyst, Data scientist, Forensic accountant, Insurance underwriter, Management consultant, Project manager, Risk manager, Stockbroker, Supply chain manager Future learning A Level Business, A Level Product Design, A Level Economics, A Level Geography, A Level Government & Politics, A Level Mathematics, A Level Psychology, A Level Sociology, Btec Level 3 Business and any other vocational course.</p>

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	Autumn Term 1	Autumn Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
Topic	Component 1 – LAB - Explore how market research helps enterprises to meet customer needs and understand competitor behaviour	Component 1 – LAC Investigate the factors that contribute to the success of an enterprise	Component 3 Promotion and Finance for Enterprise (Exam component)	Component 3 Promotion and Finance for Enterprise (Exam component)	Component 3 Promotion and Finance for Enterprise (Exam component)	
Core Knowledge/ Threshold Concept	<ul style="list-style-type: none"> • Customer Needs • Using market research to understand customers • Understanding competitors 	<ul style="list-style-type: none"> • Internal factors • External factors • Situational analysis • Measuring the success of an SME 	<ul style="list-style-type: none"> • Elements of the promotional mix and their purposes • Targeting and segmenting the market • Factors influencing the choice of promotional methods • Financial documents • Payments methods 	<ul style="list-style-type: none"> • Sources of revenue and cost • Terminology in financial statements • Statement of comprehensive income • Statement of financial position • Profitability and liquidity 	<ul style="list-style-type: none"> • Using cash flow data • Financial forecasting • Suggesting improvements to cash flow problems • Break even analysis and break-even point • Sources of finances (advantages and disadvantages) 	
Why this learning now?	During component 1 learners research successful local enterprises, the different types of	Learners also research entrepreneurs and the skills and qualities they possess to make an enterprise success.	Component 3 introduces finance for enterprises. It is sequenced to be taught last to ensue	This will enable learners to gain a greater understanding of the documentation and mathematical	This will enable learners to gain a greater understanding of the documentation and mathematical	

	enterprises such as small, medium and large.	Component 1 really focusses on research skills and learning about the successes of existing enterprises and entrepreneurs.	that learners have developed their mathematical skills as much as possible before exposure to advanced business terminology and financial documents.	formula's they will be expected to interpret and use.	formula's they will be expected to interpret and use.	
Assessment Opportunities:	Learners will explore the market research methods used by enterprises and their importance in understanding customer needs and competitor behaviour. Assessment Complete Component 1 Assignment LA: B	Learners will carry out research into internal and external factors for use in a PEST and SWOT analysis to help them understand how these factors affect enterprises. Assessment Complete Component 1 Assignment LA: C	Key Piece Feb 19 Exam Question May 19 Exam Question	Rocket Spectacular CFF Top Pin Bowling Key Piece Component 3: Promotion & Finance EXTERNAL EXAMINATION in Jan/Feb Series 2 hours	A small number of re-sit exams may take place in May/June exam series for Component 3: Promotion and Finance	A small number of re-sit exams may take place in May/June exam series for Component 3: Promotion and Finance
Learning at Home	Research their chosen businesses and entrepreneurs - LAB	Review their chosen businesses and entrepreneurs - LAC	Advert Analysis Public Relations Marks & Spencer	Costs Revision Cards Payments mind map Assets Liabilities revision Profitability Liability	Cash Flow CFF Problems Improving Cash Flow Break Even Point BEP Analysis Improving Break Even Sources of Finance	Use of SENECA for independent learning lessons and home learning to practice what is learned in face to face lessons.
Key Vocabulary	PEST	SWOT	Message/Medium Advertising methods. Sales promotions Personal selling Public relations Direct marketing Types of market Segmentation Choice of Promotions	Revenue/costs Gross profit Net profit Assets/Liability Profitability Liability Ratios	Cash flow statements Cash flow forecasts Net current assets Inflows Outflows Cash flow Break-even Margin of safety	

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