

Curriculum Overview - Enterprise

Year	Overview	Autumn 1 (Weeks 1 – 7)	Autumn 2 (Weeks 8 – 14)	Spring 1 (Weeks 15 - 20)	Spring 2 (Weeks 21 - 25)	Summer 1 (Weeks 26 - 32)	Summer 2 (Weeks 33 - 38)	Student Resources	
10	<p>In this component, students will have the opportunity to develop knowledge and understanding of the different types of enterprise and their ownership, looking at the characteristics of small and medium enterprises (SMEs) and entrepreneurs with reasons for levels of success. Students will understand the importance of having a clear focus on the customer and the importance of meeting their needs. Enterprises can struggle if they do not carry out market research. It is important for students to develop relevant skills in market research and to analyse and be able to interpret students findings to support students understanding of customers and competitors. Students will explore why enterprises are successful, looking at the impact of factors both inside and outside the control of the enterprise, and investigate ways in which situational analysis can be used to support decision making. Students will discover how success can be monitored in an SME.</p> <p>Extra-Curricular: Visit from local SME entrepreneur to facilitate the report writing for Component 1</p>	<p>Component 1A</p> <p>Students will focus on the characteristics of enterprise, the purposes of enterprises, the skillsets and mindsets of real-life entrepreneurs, and how those attributes have led to success in the commercial world.</p>	Key Stage 4 Formal Assessments – Classroom Based	<p>Component 1B and 1C</p> <p>Students will explore how market research helps enterprises to meet customer needs and understand competitor behaviour.</p> <p>Students will also examine and investigate the factors that contribute to the success of an enterprise</p> <p>They will complete this study in relation to a real-life enterprise.</p>	Key Stage 4 Formal Assessments – Classroom Based	<p>Component 2A / Component 2B</p> <p>Students will apply the knowledge and understanding gained in the study of Component 1 and apply this understanding to their own enterprise idea.</p> <p>They will research the potential success of their enterprise idea using primary and secondary market research, consider the financial issues in operating the enterprise and then plan the key events leading to the start of trading.</p> <p>The ideas for their enterprise will then be delivered in a pitch, similar in fashion that would be needed when attracting investment.</p>	BTEC Enterprise Student Textbook Lesson resources Mr. Thompson’s “The Entrepreneur’s Hub” website Assignment templates as necessary.		
								<p>Assessment: Component 1A Approved Assignment from BTEC</p>	<p>Assessment: Component 1B and 1C Approved Assignment from BTEC</p>
11	<p>In this component, students will use the research knowledge gained from Component 1 to consider a number of ideas before developing a plan for a realistic micro-enterprise activity. Students will have the opportunity to plan how best to set up the chosen enterprise and how to fund it. Students will need to take responsibility for creating and then delivering a pitch for students developed idea to an audience using students knowledge of business, and demonstrating entrepreneurial characteristics, qualities and skills. In the final part of the component students will use feedback to review students plan and pitch for the micro-enterprise activity,</p>	<p>Component 2B and 2C / Component 3 – Exam Preparation</p> <p>Once the pitch has been delivered, students will then need to review the impact that the pitch had and their own performance.</p> <p>They will need to identify their own strengths and areas for development.</p>	Year 11 Mock Examinations A – Classroom based /	<p>Component 3 – Exam preparation</p>	Year 11 Full Mock Examinations – Examination Rooms	<p>Component 3 – Exam preparation</p>	Year 11 Mock Examinations A – Classroom based /	<p style="text-align: center; font-weight: bold;">GCSE Examination Window</p>	BTEC Enterprise Student Textbook Lesson resources Mr. Thompson’s “The Entrepreneur’s Hub” website Assignment templates as necessary.

	reflecting on students plan, students pitch and the skills students demonstrated when pitching.									
	Extra-Curricular: Visits from local micro-enterprise owners to give students insight into the processes that they went through in starting their own businesses – related directly to Component 2	Assessment: Component 2B and 2C Approved Assignment from BTEC		Assessment: External Exam		Assessment: External Exam		Assessment: External Exam (2 nd attempt as required)		