

Curriculum Map 2021/2022



YEAR 10 BUSINESS

The Business Curriculum is designed to provide an insight into the Business world and develop the knowledge understanding and skills required to research, plan, pitch and review a business idea. The course comprises of 3 components that must be completed to achieve the full qualification.

These are:

Component 1: Exploring Enterprises

Component 2: Planning for and pitching an enterprise

Component 3: Promotion and Finance for Enterprise

	Autumn 1a Comp 1: Exploring Enterprise Learning Aim A: Examine the characteristics of enterprises	Autumn 1b Learning Aim A: Examine the characteristics of enterprises A4 Entrepreneurs	Spring 2a Learning aim B: Explore how market research	Spring 2b Learning aim C: Investigate the factors that contribute to the success of an enterprise	Summer 3a Component 2 Planning for and Running an Enterprise	Summer 3b A2 Plan for a micro-enterprise activity
CONTENT	A1 What is an Enterprise? A2 Types and characteristics of Small/Medium Enterprises A3 The purpose of enterprises	A4 Entrepreneurs B1 Customer needs B2 Using market research to understand customers	B3 Understanding competitors C1 Internal factors	C2 External factors C3 Situational analysis C4 Measuring the success of an SME	A1 Generating ideas for a micro-enterprise activity	A2 Plan for a micro-enterprise activity
Skills	Decision making, investigating and research, critical thinking, and literacy	Decision making, investigating and research, critical thinking, and literacy	Data analysis, decision making, investigating and research, critical thinking, and literacy	Data analysis, decision making, investigating and research, critical thinking, and literacy	Data analysis, creativity, decision making, investigating and research, critical thinking, literacy and numeracy	Data analysis, creativity, independent thinkers, decision making, investigating and research, critical thinking, numeracy and literacy

<p style="text-align: center;">Key Questions</p>	<p>What is an enterprise what is the purpose of enterprise? What is an entrepreneur? What is the role of customer service in attracting new customers, securing repeat purchase, customer loyalty and an improved reputation? Why do some businesses fail? What is the impact of risk and reward? How does an enterprise manage competition? What is limited and unlimited liability? What impact can this have on an enterprise? What are the different types of ownerships for start-ups? What are the advantages and disadvantages of different types of ownerships? What is a Franchise? What are the advantages and disadvantages of starting-up and running a franchise?</p>	<p>What are the reasons entrepreneur start their own enterprises? What are the characteristics of an entrepreneur? What are the skills for success? Why is it important to anticipate and identify customer needs? What are customers' expectations? How are different products link to different companies? What is qualitative research? How is it used? What is quantitative research and how is it used? What is primary research? How does it support the success of an enterprise? What is secondary research? How does it support the success of an enterprise?</p>	<p>What the main features that make a product competitive? How do enterprises stay competitive? What factors are within the enterprises control? Why is it important for an enterprise to understand the market? How can an enterprise keep customers satisfied? Why is effective planning and financing important? Why is marketing and promotion important for an enterprise? How can an enterprise manage unforeseen costs?</p>	<p>How can factors outside the control of the enterprise impact costs? How can factors outside the control of the enterprise impact revenue? What are the strengths and weaknesses of an enterprise? How might they affect the enterprise? What are the opportunities and threats to an enterprise? How might they affect the enterprise? What are the political, Economic, Social and Technological factors that might affect an enterprise? What are the measures of success for an enterprise? What are the reasons for success in an enterprise? What are the methods of measuring success?</p>	<p>What is innovation? What are the needs of your local market? How can you turn your hobbies and interests into an enterprise activity? What resources are needed for your enterprise? Is your idea financially viable? What costs are involved in setting up your enterprise activity? What skills do you have that will support your enterprise? What skills do you need to develop?</p>	<p>What are the aims of a micro enterprise? What products and services will you be offering? Who will be your target market? What methods will you use to communicate with your customers? What resources are required to set up your enterprise? What risks might arise when running your enterprise activity? How will you over come these?</p>
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Assessment	<p>A report that Compares the purpose, activities and aims of two contrasting local enterprises.</p>	<p>A report that Describes the entrepreneurial characteristic and skills demonstrated in each selected local enterprise It may also include An analysis how entrepreneurial characteristics and skills support the purpose of a selected local enterprise, and Assess how successful a selected local enterprise has been in achieving its main purpose.</p>	<p>A report that Explains how two selected enterprises use market research to meet customer needs and understand competitor behaviour. It may also include a Discussion on how market research methods are designed to meet customer needs, understand competitor behaviour in two selected enterprises, and Assess the effectiveness of the market research methods used to meet customer needs and understand competitor behaviour in a selected enterprise.</p>	<p>A report that explains ways in which internal factors are important for business success and ways in which external factors are important for business success. It may also include an Analysis how the internal and external factors determine the success of a selected enterprise, and an Evaluation on the most significant internal and external factors currently affecting a selected enterprise.</p>	<p>Independent research document that Describe three potential ideas for micro-enterprise activities obtained using market research, including a skills audit.</p>	<p>A comprehensive and realistic plan for a final micro-enterprise activity, supported by clear individual research.</p>
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