

St Mary's CE High School Curriculum Map 2022-23



Subject: Enterprise
Year: 10

	Autumn 1 Comp 1: Exploring Enterprises Learning outcome A: Understand how and why enterprises and entrepreneurs are successful	Autumn 2 Comp 1: Exploring Enterprises Learning outcome B: Understand customer needs and competitor behaviour through market research Learning outcome C: Understand how the outcomes of situational analyses may affect enterprises	Spring 1 Comp 1: Exploring Enterprises Learning outcome C: Understand how the outcomes of situational analyses may affect enterprises	Spring 2 Comp 1: Exploring Enterprises Assessment	Summer 1 Component 2: Planning and Presenting a Micro-Enterprise Idea Learning outcome A: Choose an idea and produce a plan for a microenterprise idea	Summer 2 Component 2: Planning and Presenting a Micro-Enterprise Idea Learning outcome B: Present a plan for the micro-enterprise idea to meet specific requirements
CONTENT	A1 Size and features of SMEs A2 Sectors and business models in which enterprises operate A3 Aims and activities of enterprises A4 Skills and characteristics of entrepreneurs	B1 Market research methods B2 Understanding customer needs B3 Understanding competitor behaviour B4 Suitability of market research methods C1 PEST (Political, Economic, Social, Technological) analysis C2 SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis	Revision of all of component 1	Completion of controlled assessment.	A1 Choosing ideas for a micro-enterprise A2 Plan for a micro-enterprise	B1 Production of presentation B2 Delivery of presentation
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

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<p>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? 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? 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 overcome these?</p>	<p>What information is relevant for your presentation? What communication skills do you need to present effectively?</p>
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<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Assessment</p>	<p>Practice Task 1 In response to Task 1, learners will use the information provided on the sectors to select and research an appropriate enterprise and their associated entrepreneur(s), exploring how the activities of the enterprise and the skills and characteristics of the entrepreneur(s) help the enterprise to achieve their aims.</p>	<p>Practice Task 2 In response to Task 2, learners will investigate the market research methods currently used by their chosen enterprise and explore the information this provides the enterprise on their customers and competitors, making recommendations for improvements to these methods.</p>	<p>Practice Task 3 In response to Task 3, learners analyse PEST and SWOT factors to make supported judgements on the actions the enterprise could take and make supported judgements on opportunities and threats as a result.</p>	<p>Completion of Controlled assessment: Task 1, Task 2, and Task 3.</p>	<p>Practice Task 1 In response to Task 1, learners will use research methods to choose and reject ideas for a micro-enterprise and develop a business plan.</p>	<p>Practice Task 2 In response to Task 2, learners will present their business plan.</p>
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