

Year 10 Enterprise Curriculum



Enterprise		HT1 Sept – Oct (8 weeks)	HT2 Nov – Dec (7 weeks)	HT3 (Jan – Feb (6 weeks)	HT4 Feb – Apr (6 weeks)	HT5 Apr – May (6 weeks)	HT6 Jun – Jul (6 weeks)
	Topic	Introduction to Business (4 Weeks) Component 1 - Learning Aim A – Characteristics of Business (4 Weeks)	Component 1 - Learning Aim A (cont.) – Characteristics of Business (4 Weeks) Component 1 - Learning Aim B – Explore Market Research (3 Weeks)	Component 1 - Learning Aim B – Explore Market Research (5 Weeks) Component 3 – Promotion and Finance of an Enterprise (1 Week)	Component 3 – Promotion and Finance of an Enterprise (6 Week)	Component 3 – Promotion and Finance of an Enterprise (6 Week)	Component 1 - Learning Aim C – Investigate factors that contribute to business success (6 Weeks)
	Why this and why now?	Learners need some background information around what businesses do and how they are set up. This will be the basis of the first 4 weeks before we look at any assignment material. Component 1 is the first component of the Btec course. Component 1 also allows the learners to gain further knowledge that will be used in components 2&3.	A continuation with component 1. Learners will be asked to complete a series of assignment briefs relevant to the course content.	A continuation with component 1. Learners will be asked to complete a series of assignment briefs relevant to the course content. Learners will begin Component 3 so they can sit an examination in the summer term.	Component 3 is an examination unit that is externally assessed. Learners can retake the examination once and with this in mind it is prudent to give them two opportunities to sit the exam. They will sit the exam in the summer term. If learners do not reach target grade, they can retake the examination the following summer.		Learners will complete component 1 by completing an assignment brief based on Learning Aim C. By the end of the year learners will hopefully have completed components 1 & 3.
	What is the essential knowledge that needs to be remembered?	Introduction Learners will need to gain an understanding of how businesses are created, what the financial and legal aspects of creating a business are. They also need to know and understand different types of business in terms of size, industry, and sector. Component 1 LAA Learners will show that they understand how far the characteristics of a selected local SME and its owners contribute to its levels of success. They will carefully consider the purpose of the SME and each of its characteristics, including the number of people who run the enterprise, the number	Component 1 LAA They will clearly show the importance of each characteristic in contributing to the success of the enterprise, showing clear links and interrelationships between the two, and they will be able to select which characteristics are most important, supporting this with relevant reasons and examples. Component 1 LAB Learners will show how the market research methods are used by two SMEs to meet customer needs and understand competitor behaviour. There will be some analysis of the appropriateness of the	Component 1 LAB Learners will show how the market research methods are used by two SMEs to meet customer needs and understand competitor behaviour. There will be some analysis of the appropriateness of the methods used and learners will assess how effective these methods are in providing sufficient information for one of the SMEs to be able to meet customer needs and understand how their competitors behave.	Component 3 - Examination Learners demonstrate a high level of knowledge and understanding of the elements of promotion and financial records and apply them in context. They demonstrate a high level of ability to interpret given information and can explain, in detail, the factors that could potentially affect the success of an enterprise, and how different promotional and financial factors have positive and negative impacts. Learners can produce clear recommendations for success, with clear, realistic, and convincing justifications. Key areas of Study <ul style="list-style-type: none">Marketing “Persuading People to Purchase Products and Services”Financial DocumentsCash Flow Forecasting and Break-Even Analysis		Component 1 LAC Learners will evaluate the internal and external factors affecting an SME to decide which are the most significant in affecting the success of an SME. Their work will include a situational analysis in the form of a SWOT and PEST analysis. They will refer to measures of success used by SMEs to determine to what extent the SME is making a profit and meeting customer needs. There should be supporting evidence to justify the comments made.

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	of people it employs, the type of ownership and whether the enterprise operates physically, online, or both. They will also consider how the characteristics of the entrepreneur running the SME have contributed to its success, such as how innovation and adaptability have helped fill gaps in the market.	methods used and learners will assess how effective these methods are in providing sufficient information for one of the SMEs to be able to meet customer needs and understand how their competitors behave.			
What is the assessment intent and how will you assess?	Approved Assignment Brief Learning Aim A To assess progress against specified criteria of Learning Aim A of Component 1	Approved Assignment Brief Learning Aim A & B To assess progress against specified criteria of Learning Aim A & B of Component 1	Approved Assignment Brief Learning Aim B To assess progress against specified criteria of Learning Aim B of Component 1	Adapted and balanced examination-style questions throughout that meet the assessment objectives covered in the external assessment. Mock examination prior to external examination	Approved Assignment Brief Learning Aim C To assess progress against specified criteria of Learning Aim C of Component 1
What should the end point look like	Learners will have a grasp of key terminology surrounding business types, industry sectors and legal aspects. Learners will have identified an SME for their project work. Learners will have an understanding and be able to identify aspects of SME's that make them successful. They will be able to identify entrepreneurial characteristics of the owners of the SME.	Learners will be able to identify how each of the characteristics identified contribute to the continued success of the SME. Learners can identify how market research is used as a tool to keep an SME competitive in the market. They will be able to identify the methods used by the SME.	Learners will be able to identify how competitors behave and how they impact on the target SME	Learners will sit an external examination. Learners will hopefully reach target grade in the examination. If students do not reach target grade, they will have the option of resitting the examination in Year 11. Learners will be able to demonstrate knowledge of: <ul style="list-style-type: none"> Marketing Financial record keeping 	Learners will be able to identify both internal and external factors that can affect an SME. Learners will be able to explain how the factors affect their target SME and contribute to its success.
Wider Curriculum Links	The learning will link to current affairs – GREAT Lives, and the world outside of school. Numeracy and Literacy skills will be used as well as references to technological developments, historical events, and geographical areas. Curriculum links to: Maths; English; Geography	The learning will link to current affairs – GREAT Lives, and the world outside of school. Numeracy and Literacy skills will be used as well as references to technological developments, historical events, and geographical areas. Curriculum links to: Maths; English; Geography	The learning will link to current affairs – GREAT Lives, and the world outside of school. Numeracy and Literacy skills will be used as well as references to technological developments, historical events, and geographical areas. Curriculum links to: Maths; English; Geography	The learning will link to current affairs – GREAT Lives, and the world outside of school. Numeracy and Literacy skills will be used as well as references to technological developments, historical events, and geographical areas. Curriculum links to: Maths; English	The learning will link to current affairs – GREAT Lives, and the world outside of school. Numeracy and Literacy skills will be used as well as references to technological developments, historical events, and geographical areas. Curriculum links to:

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					Maths; English	LEARNING TODAY. LEADING TOMORROW
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