

Curriculum Sequencing Grid: (KS4 - BTEC Enterprise)

Year 10	Term 1	Term 2	Term 3
<b>Unit</b> (Tablet in 39 week plan)	Component 1 – Exploring Enterprises Learning Aim A	Component 1 – Exploring Enterprises Learning Aim B and C	Component 2 – Learning Aim A Explore ideas and plan for a micro-enterprise activity
<b>Key Retainable Knowledge</b> (Required for Y11/13) <ul style="list-style-type: none"> <li>• What... How.... Why....</li> </ul>	<ul style="list-style-type: none"> <li>• What is an enterprise?</li> <li>• Types and characteristics of SMEs</li> <li>• The purpose of enterprises</li> <li>• Entrepreneurs</li> </ul>	<ul style="list-style-type: none"> <li>• Customer needs</li> <li>• Using market research to understand customers</li> <li>• Understanding competitors</li> <li>• External Factors</li> <li>• Situational analysis</li> <li>•</li> </ul>	Students will: <ul style="list-style-type: none"> <li>• Generate ideas for a micro-enterprise activity</li> <li>• Plan for a micro-enterprise activity</li> </ul>
<b>Key Technical Vocabulary</b> (To be modelled and deliberately practiced in context.)	<ul style="list-style-type: none"> <li>• Goods and services</li> <li>• Capturing and retaining customers</li> <li>• Enterprise failure</li> <li>• Medium SMEs</li> <li>• Ownership</li> <li>• Physical location/online</li> <li>• Aims and objectives</li> <li>• Profit and loss</li> <li>• Ethics</li> <li>• Social and political pressures</li> <li>• Characteristics and skills of entrepreneurs</li> </ul>	<ul style="list-style-type: none"> <li>• Market Research</li> <li>• Qualitative and Quantitative</li> <li>• Primary and Secondary Research</li> <li>• Price</li> <li>• Quality</li> <li>• Availability</li> <li>• USP</li> <li>• Identifying Competitors</li> <li>• Competitive Advantage</li> <li>• After Sale Service</li> <li>• Customer Satisfaction</li> <li>• Effective planning and Financing</li> <li>• Marketing</li> <li>• Human Resources</li> <li>• Government intervention</li> <li>• Consumer behaviour</li> <li>• Social trend</li> </ul>	<ul style="list-style-type: none"> <li>• Primary and secondary research</li> <li>• Skills audit</li> <li>• Aims and objectives</li> <li>• Product features and benefits</li> <li>• Target market / Segmentation</li> <li>• Communication methods</li> <li>• Advertising methods</li> <li>• Physical resources</li> <li>• Financial resources</li> <li>• Human resources</li> <li>• Risk assessment</li> </ul>

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		<ul style="list-style-type: none"> <li>• Consumer legislation</li> <li>• SWOT</li> <li>• PESTLE</li> <li>• Measuring success</li> <li>• Methods of success</li> </ul>	
<b>Opportunities for Reading</b>	<ul style="list-style-type: none"> <li>• Bbcbitese</li> <li>• Idea.org.uk</li> <li>• Pearson Business Text books</li> <li>• BBC Newsround</li> <li>• Tutor2U Business</li> <li>• Knowledge Organisers</li> <li>• MaltbyCAB Twitter</li> </ul>	<ul style="list-style-type: none"> <li>• Bbcbitese</li> <li>• Idea.org.uk</li> <li>• Pearson Business</li> <li>• BBC Newsround</li> <li>• Tutor2U Business</li> <li>• Knowledge Organisers</li> <li>• MaltbyCAB Twitter</li> </ul>	<ul style="list-style-type: none"> <li>• BBC Bitesize</li> <li>• Idea.org.uk</li> <li>• Pearson Business text and revision books</li> <li>• Tutor2u.net</li> <li>• BBC Business News / BBC Newsround</li> <li>• Knowledge Organisers / guides</li> <li>• Dragon's Den, The Apprentice, educational documentaries</li> <li>• Maltby CAB Twitter</li> </ul>
<b>Developing Cultural Capital</b> (exposure to very best- essential knowledge and skills of educated citizens – appreciation of human creativity and achievement.)	<ul style="list-style-type: none"> <li>• Essential visit to a local enterprise with a specific talk</li> <li>• Planning Enterprise event</li> <li>• Develop love of external Business programs Dragons den/ Apprentice</li> <li>• Guest Speakers</li> <li>• Using kids who have family members in industry to help bring subject to life.</li> <li>• Linking to future aspirations such as setting up own business (plumber, electrician etc.)</li> </ul>	<ul style="list-style-type: none"> <li>• Essential visit to a local enterprise with a specific talk</li> <li>• Planning Enterprise event</li> <li>• Develop love of external Business programs Dragons den/ Apprentice</li> <li>• Guest Speakers</li> <li>• Using kids who have family members in industry to help bring subject to life.</li> <li>• Linking to future aspirations such as setting up own business (plumber, electrician etc.)</li> </ul>	<ul style="list-style-type: none"> <li>• Guest Speakers – entrepreneurs.</li> <li>• Real world opportunities such as creating a Business plan.</li> </ul>

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<p><b>Cross Curricular Links</b> (Authentic Connections)</p>	<ul style="list-style-type: none"> <li>• Helping to develop skills on different IT applications such as Word, PowerPoint, Excel and Publisher</li> <li>• Developing numeracy and problem solving skills</li> <li>• Essay writing to develop literacy and extending writing skills</li> <li>• Using similar content from geography with different sectors and segmentation</li> <li>• Psychology and sociology looking at how customers think and trends are set by society</li> <li>• DT - how technology is changing the whole world of business from manufacturing and distribution.</li> </ul>	<ul style="list-style-type: none"> <li>• Helping to develop skills on different IT applications such as Word, PowerPoint, Excel and Publisher</li> <li>• Developing numeracy and problem solving skills</li> <li>• Essay writing helping to develop literacy and extending writing skills</li> <li>• Using similar content from geography with different sectors and segmentation</li> <li>• Psychology and sociology looking at how customers think and trends are set by society</li> <li>• Looking at DT with how technology is changing the whole world of business from manufacturing and distribution</li> </ul>	<ul style="list-style-type: none"> <li>• ICT Skills – creation of business plan and financial documentation.</li> <li>• Maths – numeracy skills, graph analysis.</li> <li>• English Language – development of business plan and literacy skills.</li> <li>• Psychology and sociology – behaviour of customers.</li> </ul> <p>Geography – understanding segmentation.</p>
<p><b>Key Assessment</b></p>	<ul style="list-style-type: none"> <li>• SPA and CTG</li> <li>• Assignment 1: Business Report</li> </ul>	<ul style="list-style-type: none"> <li>• SPA and CTG</li> <li>• Assignment 2: Business Report</li> </ul>	<ul style="list-style-type: none"> <li>• SPA and CTG</li> <li>• Assignment: Creation of a Business plan.</li> </ul>

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Year 11	Term 1	Term 2	Term 3
<b>Unit</b> (Tablet in 39 week plan)	Component 3: Promotion and Finance for Enterprise  Learning Aim A: Promotion Learning Aim B: Financial records Learning Aim C: Financial planning and forecasting	Component 2 – Learning Aim B and C  Pitch a micro-enterprise activity Review own pitch for a micro-enterprise activity.	
<b>Key Retainable Knowledge</b> (Required for Y11/13) <ul style="list-style-type: none"> <li>• What... How.... Why....</li> </ul>	Learners will: <ul style="list-style-type: none"> <li>• Explore different methods of promotion used by enterprises</li> <li>• Consider why an enterprise targets its market, and the impact this has on promotion.</li> <li>• Consider the factors affecting the choice of promotional method for an enterprise.</li> <li>• Complete, interpret and check the information on financial documents and statements.</li> <li>• Complete and interpret a statement of comprehensive income.</li> <li>• Complete and interpret a statement of financial position.</li> <li>• Complete cash flow forecasts, and investigate the effects of cash flow on an enterprise.</li> <li>• Construct and interpret a break-even chart, and recognise its limitations.</li> <li>• Consider why enterprises plan different sources of finance for different purposes</li> </ul>	Students will: <ul style="list-style-type: none"> <li>• Pitch a micro-enterprise activity</li> <li>• Present a business pitch</li> <li>• Use feedback and review to identify possible changes to the pitch.</li> </ul>	
<b>Key Technical Vocabulary</b> (To be modelled and deliberately practiced in context.)	<ul style="list-style-type: none"> <li>• Methods of promotion</li> <li>• Types of market</li> <li>• Segmentation and target markets</li> <li>• Budgetary constraints</li> <li>• Financial documents</li> <li>• Payments methods</li> </ul>	<ul style="list-style-type: none"> <li>• Presentation skills</li> <li>• Communication skills</li> <li>• Review feedback from audience on the business content of the pitch.</li> <li>• Review feedback from audience on presentation and communication skills demonstrated.</li> </ul>	

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	<ul style="list-style-type: none"> <li>• Sources of revenue and costs</li> <li>• Terminology in financial statements</li> <li>• Statement of comprehensive income</li> <li>• Statement of financial position</li> <li>• Profitability and liquidity</li> <li>• Cash flow/financial forecasting</li> <li>• Break-even analysis</li> <li>• Sources of business finance</li> </ul>	<ul style="list-style-type: none"> <li>• Review plan and personal performance and reflect on feedback gathered.</li> <li>• Recommending improvements.</li> </ul>	
<b>Opportunities for Reading</b>	<ul style="list-style-type: none"> <li>• BBC Bitesize</li> <li>• Idea.org.uk</li> <li>• Pearson Business text and revision books</li> <li>• Tutor2u.net</li> <li>• BBC Business News / BBC Newsround</li> <li>• Knowledge Organisers / guides</li> <li>• Dragon's Den, The Apprentice, educational documentaries</li> <li>• Maltby CAB Twitter</li> </ul>	<ul style="list-style-type: none"> <li>• BBC Bitesize</li> <li>• Idea.org.uk</li> <li>• Pearson Business text and revision books</li> <li>• Tutor2u.net</li> <li>• BBC Business News / BBC Newsround</li> <li>• Knowledge Organisers / guides</li> <li>• Dragon's Den, The Apprentice, educational documentaries</li> <li>• Maltby CAB Twitter</li> </ul>	
<b>Developing Cultural Capital</b> (exposure to very best- essential knowledge and skills of educated citizens – appreciation of human creativity and achievement.)	<ul style="list-style-type: none"> <li>• Real world situations</li> <li>• iDEA</li> <li>• Guest speaker</li> </ul>	<ul style="list-style-type: none"> <li>• Guest Speakers – pitching skills.</li> <li>• Real world opportunities such as creating and presenting a pitch to a small audience.</li> </ul>	
<b>Cross Curricular Links</b> (Authentic Connections)	<ul style="list-style-type: none"> <li>• ICT Skills – creation of business plan and financial documentation.</li> <li>• English Language – written and verbal skills</li> <li>• Maths – numeracy skills, graph analysis.</li> <li>• English Language – development of business plan and literacy skills.</li> <li>• Psychology and sociology – behaviour of customers.</li> </ul>	<ul style="list-style-type: none"> <li>• ICT skills – Microsoft PowerPoint skills</li> <li>• English Language – written and verbal skills</li> </ul>	

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	<ul style="list-style-type: none"> <li>• Geography – understanding segmentation.</li> </ul>		
<b>Key Assessment</b>	<ul style="list-style-type: none"> <li>• Topical SPA and CTG</li> <li>• Assessment using PEQs</li> </ul>	<ul style="list-style-type: none"> <li>• SPA and CTG</li> <li>• Assignment: Creation and presentation of a business pitch.</li> <li>• Assignment: Reflection report</li> </ul>	