

Curriculum Sequencing Grid: (KS4 - BTEC Enterprise)

Year 9	Term 1	Term 2	Term 3
Unit (Tablet in 39 week plan)	Learning Aim A- Examine the characteristics of enterprise	Learning Aim B- Explore how market research helps enterprises to meet customer needs and understand competitor behaviour	Learning Aim C- Investigate the factors that contribute to the success of an enterprise
Key Retainable Knowledge (Required for Y11/13) <ul style="list-style-type: none"> What... How.... Why.... 	<ul style="list-style-type: none"> What is an enterprise? Types and characteristics of SMEs The purpose of enterprises Entrepreneurs 	<ul style="list-style-type: none"> Customer needs Using market research to understand customers Understanding competitors 	<ul style="list-style-type: none"> External Factors Situational analysis
Key Technical Vocabulary (To be modelled and deliberately practiced in context.)	<ul style="list-style-type: none"> Goods and services Capturing and retaining customers Enterprise failure Medium SMEs Ownership Physical location/online Aims and objectives Profit and loss Ethics Social and political pressures Characteristics and skills of entrepreneurs 	<ul style="list-style-type: none"> Market Research Qualitative and Quantitative Primary and Secondary Research Price Quality Availability USP Identifying Competitors Competitive Advantage After Sale Service 	<ul style="list-style-type: none"> Customer Satisfaction Effective planning and Financing Marketing Human Resources Government intervention Consumer behaviour Social trend Consumer legislation SWOT PESTLE Measuring success Methods of success
Opportunities for Reading	<ul style="list-style-type: none"> Bbcbitese Idea.org.uk Pearson Business Text books BBC Newsround Tutor2U Business Knowledge Organisers MaltbyCAB Twitter 	<ul style="list-style-type: none"> Bbcbitese Idea.org.uk Pearson Business BBC Newsround Tutor2U Business Knowledge Organisers MaltbyCAB Twitter 	<ul style="list-style-type: none"> Bbcbitese Idea.org.uk Pearson Business BBC Newsround Tutor 2U Business Knowledge Organisers MaltbyCAB Twitter

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<p>Developing Cultural Capital (exposure to very best- essential knowledge and skills of educated citizens – appreciation of human creativity and achievement.)</p>	<ul style="list-style-type: none"> • Essential visit to a local enterprise with a specific talk • Planning Enterprise event • Develop love of external Business programs Dragons den/ Apprentice • Guest Speakers • Using kids who have family members in industry to help bring subject to life. • Linking to future aspirations such as setting up own business (plumber, electrician etc.) 	<ul style="list-style-type: none"> • Essential visit to a local enterprise with a specific talk • Planning Enterprise event • Develop love of external Business programs Dragons den/ Apprentice • Guest Speakers • Using kids who have family members in industry to help bring subject to life. • Linking to future aspirations such as setting up own business (plumber, electrician etc.) 	<ul style="list-style-type: none"> • Carrying out an Enterprise event • Develop love of external Business programs Dragons den/ Apprentice • Guest Speakers • Using kids who have family members in industry to help bring subject to life. • Linking to future aspirations such as setting up own business (plumber, electrician etc.)
<p>Cross Curricular Links (Authentic Connections)</p>	<ul style="list-style-type: none"> • Helping to develop skills on different IT applications such as Word, PowerPoint, Excel and Publisher • Developing numeracy and problem solving skills • Essay writing to develop literacy and extending writing skills • Using similar content from geography with different sectors and segmentation • Psychology and sociology looking at how customers think and trends are set by society • DT - how technology is changing the whole world of business from manufacturing and distribution. 	<ul style="list-style-type: none"> • Helping to develop skills on different IT applications such as Word, PowerPoint, Excel and Publisher • Developing numeracy and problem solving skills • Essay writing helping to develop literacy and extending writing skills • Using similar content from geography with different sectors and segmentation • Psychology and sociology looking at how customers think and trends are set by society • Looking at DT with how technology is changing the whole world of business from manufacturing and distribution 	<ul style="list-style-type: none"> • Helping to develop skills on different IT applications such as Word, PowerPoint, Excel and Publisher • Developing numeracy and problem solving skills • Essay writing to develop literacy and extending writing skills • Using similar content from geography with different sectors and segmentation • Psychology and sociology looking at how customers think and trends are set by society • DT - how technology is changing the whole world of business from manufacturing and distribution
<p>Key Assessment</p>	<ul style="list-style-type: none"> • SPA and CTG • Assignment 1: Business Report 	<ul style="list-style-type: none"> • SPA and CTG • Assignment 2: Business Report 	<ul style="list-style-type: none"> • SPA and CTG • Assignment 3: Business Report

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Unit (Tablet in 39 week plan)	Component 2 – Learning Aim A Explore ideas and plan for a micro-enterprise activity	Component 2 – Learning Aim B Pitch a micro-enterprise activity	Component 2 – Learning Aim C Review own pitch for a micro-enterprise activity.
Key Retainable Knowledge (Required for Y11/13) <ul style="list-style-type: none"> What... How.... Why.... 	Students will: <ul style="list-style-type: none"> Generate ideas for a micro-enterprise activity Plan for a micro-enterprise activity This knowledge will be retained and revisited by: <ul style="list-style-type: none"> Sharp Starts and iZones Creation and completion of their research and Business Plan (coursework activity) 	Students will: <ul style="list-style-type: none"> Pitch a micro-enterprise activity Present a business pitch This knowledge will be retained and revisited by: <ul style="list-style-type: none"> Sharp Starts and iZones Creation and delivery of a presentation. 	Students will: <ul style="list-style-type: none"> Use feedback and review to identify possible changes to the pitch. This knowledge will be retained and revisited by: <ul style="list-style-type: none"> Sharp Starts and iZones Creation of a reflection report.
Key Technical Vocabulary (To be modelled and deliberately practiced in context.)	<ul style="list-style-type: none"> Primary and secondary research Skills audit Aims and objectives Product features and benefits Target market / Segmentation Communication methods Advertising methods Physical resources Financial resources Human resources Risk assessment 	<ul style="list-style-type: none"> Presentation skills Communication skills 	<ul style="list-style-type: none"> Review feedback from audience on the business content of the pitch. Review feedback from audience on presentation and communication skills demonstrated. Review plan and personal performance and reflect on feedback gathered. Recommending improvements.

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<p>Opportunities for Reading</p>	<ul style="list-style-type: none"> • BBC Bitesize • Idea.org.uk • Pearson Business text and revision books • Tutor2u.net • BBC Business News / BBC Newsround • Knowledge Organisers / guides • Dragon's Den, The Apprentice, educational documentaries • Maltby CAB Twitter 	<ul style="list-style-type: none"> • BBC Bitesize • Idea.org.uk • Pearson Business text and revision books • Tutor2u.net • BBC Business News / BBC Newsround • Knowledge Organisers / guides • Dragon's Den, The Apprentice, educational documentaries • Maltby CAB Twitter 	<ul style="list-style-type: none"> • BBC Bitesize • Idea.org.uk • Pearson Business text and revision books • Tutor2u.net • BBC Business News / BBC Newsround • Knowledge Organisers / guides • Dragon's Den, The Apprentice, educational documentaries • Maltby CAB Twitter
<p>Developing Cultural Capital (exposure to very best- essential knowledge and skills of educated citizens – appreciation of human creativity and achievement.)</p>	<ul style="list-style-type: none"> • Guest Speakers – entrepreneurs. • Real world opportunities such as creating a Business plan. 	<ul style="list-style-type: none"> • Guest Speakers – pitching skills. • Real world opportunities such as creating and presenting a pitch to a small audience. 	<ul style="list-style-type: none"> • Guest Speakers – pitching skills. • Real world opportunities such as creating and presenting a pitch to a small audience.
<p>Cross Curricular Links (Authentic Connections)</p>	<ul style="list-style-type: none"> • ICT Skills – creation of business plan and financial documentation. • Maths – numeracy skills, graph analysis. • English Language – development of business plan and literacy skills. • Psychology and sociology – behaviour of customers. • Geography – understanding segmentation. 	<ul style="list-style-type: none"> • ICT skills – Microsoft PowerPoint skills • English Language – written and verbal skills 	<ul style="list-style-type: none"> • ICT skills – Microsoft PowerPoint skills • English Language – written and verbal skills
<p>Key Assessment</p>	<ul style="list-style-type: none"> • SPA and CTG • Assignment: Creation of a Business plan. 	<ul style="list-style-type: none"> • SPA and CTG • Assignment: Creation and presentation of a business pitch. 	<ul style="list-style-type: none"> • SPA and CTG • Assignment: Reflection report

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Year 11	Term 1	Term 2	Term 3
Unit (Tablet in 39 week plan)	Component 3: Promotion and Finance for Enterprise Learning Aim A: Promotion	Component 3: Promotion and Finance for Enterprise Learning aim B: Financial records	Component 3: Promotion and Finance for Enterprise Learning aim c: Financial planning and forecasting
Key Retainable Knowledge (Required for Y11/13) <ul style="list-style-type: none"> • What... How.... Why.... 	Learners will: <ul style="list-style-type: none"> • Explore the different methods of promotion used by enterprises, their suitability for different sizes of enterprise, including the factors they consider when choosing the most appropriate. • Consider why an enterprise targets its market, and the impact this has on promotion. • Consider the factors affecting the choice of promotional method for an enterprise. 	Learners will: <ul style="list-style-type: none"> • Complete, interpret and check the information on financial documents and statements. • Complete and interpret a statement of comprehensive income using given figures, and suggest appropriate actions. • Complete and interpret a statement of financial position using given figures, and suggest appropriate actions. • Interpret statements of comprehensive income and of financial position to calculate ratios. 	Learners will: <ul style="list-style-type: none"> • Complete cash flow forecasts, and investigate the effects of positive and negative cash flow on an enterprise. • Construct and interpret a break-even chart, and recognise its limitations. • Consider why enterprises may plan different sources of finance for different purposes or at different stages and the relevance of each source.
Key Technical Vocabulary (To be modelled and deliberately practiced in context.)	<ul style="list-style-type: none"> • Methods of promotion • Types of market • Segmentation and target markets • Budgetary constraints 	<ul style="list-style-type: none"> • Financial documents • Payments methods • Sources of revenue and costs • Terminology in financial statements • Statement of comprehensive income • Statement of financial position • Profitability and liquidity 	<ul style="list-style-type: none"> • Cash flow/financial forecasting • Break-even analysis • Sources of business finance

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<p>Developing Cultural Capital (exposure to very best- essential knowledge and skills of educated citizens – appreciation of human creativity and achievement.)</p>	<ul style="list-style-type: none"> • Real world situations • iDea • Guest speaker 	<ul style="list-style-type: none"> • Real world situations • iDea • Guest speaker 	<ul style="list-style-type: none"> • Real world situations • iDea • Guest speaker
<p>Cross Curricular Links (Authentic Connections)</p>	<ul style="list-style-type: none"> • ICT Skills – creation of business plan and financial documentation. • Maths – numeracy skills, graph analysis. • English Language – development of business plan and literacy skills. • Psychology and sociology – behaviour of customers. • Geography – understanding segmentation. 	<ul style="list-style-type: none"> • ICT skills – Microsoft PowerPoint skills • English Language – written and verbal skills 	<ul style="list-style-type: none"> • ICT skills – Microsoft PowerPoint skills • English Language – written and verbal skills
<p>Key Assessment</p>	<ul style="list-style-type: none"> • Topical SPA and CTG • Assessment using PEQs 	<ul style="list-style-type: none"> • Topical SPA and CTG • Interleave assessment using PEQs 	<ul style="list-style-type: none"> • Topical SPA and CTG • Interleave assessment using PEQs