

Year 10 Curriculum Overview Plan: Subject BTEC Enterprise

Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
<p>Key Theme: Examine the characteristics of enterprises</p> <p>Key Concepts, Knowledge & Skills to be Embedded: What is an enterprise? Types and characteristics of SMEs. The purpose of enterprises The role of Entrepreneurs.</p>	<p>Key Theme: Explore how market research helps enterprises to meet customer needs and understand competitor behaviour</p> <p>Key Concepts, Knowledge & Skills to be Embedded: Why businesses meet Customer needs Using market research to understand customers Understanding competitors.</p>	<p>Key Theme: Investigate the factors that contribute to the success of an enterprise.</p> <p>Key Concepts, Knowledge & Skills to be Embedded: How Internal and external factors influence success. Using Situational analysis to measure the success of an enterprise.</p>	<p>Key Theme: Explore ideas and plan for a micro-enterprise activity</p> <p>Key Concepts, Knowledge & Skills to be Embedded: Generating ideas for a micro-enterprise activity. Plan for a micro-enterprise activity Plan, pitch and present a micro-enterprise activity</p>	<p>Key Theme: Pitch a micro-enterprise activity</p> <p>Key Concepts, Knowledge & Skills to be Embedded: Plan, pitch and present a micro-enterprise activity</p>	<p>Key Theme: Review own pitch for a micro-enterprise activity.</p> <p>Key Concepts, Knowledge & Skills to be Embedded: Using feedback and reviews to identify possible changes to the pitch, evaluate and analyse for success.</p>

<p>Links to Prior Learning: Students will use their geographical knowledge of the local area to identify different types of SME's</p> <p>Key Assessment Pieces: Learners will investigate two real contrasting SMEs, e.g. a service provider or supplier of goods locally and a larger SME. Learners will consider the characteristics of the SMEs and their owners, and the importance of these characteristics in achieving success.</p>	<p>Links to Prior Learning: learners will explain and assess the use of market research in the SME's investigated in Autumn 1</p> <p>Key Assessment Pieces: Learners will examine how market research is carried out in two SMEs. Learners will then discuss how data is collected and how market research methods are designed to meet customer needs, they will understand competitor behaviour in two enterprises.</p>	<p>Links to Prior Learning: Learners will expand on their business evaluation of the SME's success by looking at the internal and external factors that affect success</p> <p>Key Assessment Pieces: Learners will investigate why enterprises are successful, looking at the impact of factors both inside and outside the control of the enterprise, and how they affect the success of two SMEs.</p>	<p>Links to Prior Learning: Learners will use their understanding of the successful local SME's to develop a feasible business idea with future success.</p> <p>Key Assessment Pieces: Learners will individually produce a realistic plan for a micro-enterprise activity, having explored a range of ideas and considered their skills.</p>	<p>Links to Prior Learning: Learners will use previously evaluated entrepreneurial skills to deliver a Dragons Den style pitch.</p> <p>Key Assessment Pieces: Learners will carry out an individual pitch of their final plan to an audience. The audience will include teachers and peers</p>	<p>Links to Prior Learning: Learners will use all of their knowledge from Component one and two to show areas of Strengths, Weaknesses, opportunities and Threats.</p> <p>Key Assessment Pieces: Learners will individually reflect and evaluate whether their plan and pitch were successful and suggest improvements.</p>
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<p>Tier 3 Vocabulary Vault: Enterprise Entrepreneurs Creativity SME's Customer Service</p> <p>Reading Exposure:</p> <p>Revise BTEC Tech Award Enterprise Revision Guide Company reports Company Websites Local Maps</p> <p>Strategies to enable new concepts, knowledge & skills to embed in long-term memory:</p> <p>Students will actively participate in individual research of SME's which are individually chosen.</p>	<p>Tier 3 Vocabulary Vault: Primary research Secondary research Market reports Customer satisfaction Market trends</p> <p>Reading Exposure:</p> <p>Revise BTEC Tech Award Enterprise Revision Guide Company reports Company Websites Survey Monkey Reports</p> <p>Strategies to enable new concepts, knowledge & skills to embed in long-term memory:</p> <p>Students will actively participate in individual research of SME's which are individually chosen.</p>	<p>Tier 3 Vocabulary Vault: Marketing Raw materials Consumer legislation SWOT analysis Human Resources</p> <p>Reading Exposure:</p> <p>Revise BTEC Tech Award Enterprise Revision Guide Company reports Company Websites Survey Monkey Reports Market research</p> <p>Strategies to enable new concepts, knowledge & skills to embed in long-term memory:</p> <p>Students will actively participate in individual research of SME's which are individually chosen.</p>	<p>Tier 3 Vocabulary Vault: Financial forecasts Methods of Communication Promotion Potential customers</p> <p>Reading Exposure:</p> <p>Revise BTEC Tech Award Enterprise Revision Guide Local and national news papers Company websites</p> <p>Strategies to enable new concepts, knowledge & skills to embed in long-term memory:</p> <p>Repetition, Retrieval exercises (DIN's), chunking, attaching topics to real-life events, low-stakes quizzing, true false,</p>	<p>Tier 3 Vocabulary Vault: Training and Development Risk and Reward Competitor actions</p> <p>Reading Exposure:</p> <p>Revise BTEC Tech Award Enterprise Revision Guide Local and national news papers Company websites</p> <p>Strategies to enable new concepts, knowledge & skills to embed in long-term memory:</p> <p>Repetition, Retrieval exercises (DIN's), chunking, attaching topics to real-life events, low-stakes quizzing, true false,</p>	<p>Tier 3 Vocabulary Vault: Synopsis Communication Audience interest</p> <p>Reading Exposure:</p> <p>Revise BTEC Tech Award Enterprise Revision Guide Local and national news papers Company websites</p> <p>Strategies to enable new concepts, knowledge & skills to embed in long-term memory:</p> <p>Repetition, Retrieval exercises (DIN's), chunking, attaching topics to real-life events, low-stakes quizzing, true false,</p>
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<p>Repetition, Retrieval exercises (DIN's), chunking, attaching topics to real-life events</p>	<p>Repetition, Retrieval exercises (DIN's), chunking, attaching topics to real-life events</p>	<p>Repetition, Retrieval exercises (DIN's), chunking, attaching topics to real-life events</p>	<p>odd one out, false facts, Kahoot, retrieval, interleaving , mind maps</p>	<p>odd one out, false facts, Kahoot, retrieval, interleaving , mind maps</p>	<p>odd one out, false facts, Kahoot, retrieval, interleaving , mind maps</p>
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