



# Key Stage 4 Curriculum Information

## Business Enterprise: Subject Overview

<b>Qualification</b>	<b>BTEC Enterprise</b>
<b>Exam Board</b>	Pearson
<b>Course Leader</b>	Miss N Cooper: <a href="mailto:tash.cooper@bulwellacademy.org.uk">tash.cooper@bulwellacademy.org.uk</a>
<b>Course summary</b>	<p><b>Year 10:</b> During Year 10 students will study local enterprises to develop their knowledge and understanding of what the enterprises do and the skills needed by entrepreneurs. Students will then move on to select their own idea for a micro-enterprise activity to plan and pitch. They will individually pitch their business plan for their idea to an audience and then use the feedback to review their plan and pitch.</p>
	<p><b>Year 11:</b> In Year 11, during the second year of the course, students will explore the different promotional methods used by enterprises and the factors that influence how enterprises identify and target their market. Students will explore financial documents and how to use them to monitor and improve the performance of an enterprise in order to make decisions and recommend strategies for success.</p>
<b>What will students learn?</b>	<p><b>Year 10:</b> You will learn about: Component 1 - Exploring enterprises Component 2 - Planning for and Pitching an Enterprise Activity</p>
	<p><b>Year 11:</b> You will learn about: Component 3 - Promotion and Finance for Enterprise</p>
<b>How will students be assessed?</b>	<p><b>Year 10:</b> Component 1 – three-part assignment, internally set and marked by school staff, with a selection moderated by the exam board Component 2 – three-part assignment, internally set and marked by school staff, with a selection moderated by the exam board</p>
	<p><b>Year 11:</b> Component 3 – externally set exam with two opportunities to achieve the best grade</p>
<b>What skills will I need?</b>	<ul style="list-style-type: none"> <li>• Good at communicating and explaining your ideas</li> <li>• Someone who enjoys thinking creatively and making decisions</li> <li>• Interested in learning about the world of business through research and investigation, as well as through practical tasks</li> <li>• Someone who enjoys finding out about different businesses and how they make money</li> <li>• Motivated to learn a new subject</li> <li>• Wants to learn transferable skills that will help with employment and further study</li> </ul>



## Year 10 Business Curriculum

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Topic	Examine the characteristics of enterprises	Explore how market research helps enterprises to meet customer needs and understand competitor behaviour	Investigate the factors that contribute to the success of an enterprise	Explore ideas and plan for a micro-enterprise activity	Pitch a micro-enterprise activity	Review own pitch for a micro-enterprise activity
Knowledge Covered	<ul style="list-style-type: none"> <li>• What is an enterprise?</li> <li>• Types and characteristics of SMEs</li> <li>• The purposes of enterprise</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> </ul>	<ul style="list-style-type: none"> <li>• Internal factors</li> <li>• External factors</li> <li>• Situational analysis</li> <li>• Measuring the success of an SME</li> </ul>	<ul style="list-style-type: none"> <li>• Generating ideas for a micro-enterprise activity</li> <li>• Plan for a micro-enterprise activity</li> </ul>	<ul style="list-style-type: none"> <li>• Pitching a micro-enterprise activity</li> <li>• Presenting a business pitch</li> </ul>	<ul style="list-style-type: none"> <li>• Using feedback and review to identify possible changes to the pitch</li> </ul>
Online Resources	<ul style="list-style-type: none"> <li>• Individual business websites/social media for research purposes</li> <li>• Seneca</li> <li>• BBC Bitesize</li> </ul>			<ul style="list-style-type: none"> <li>• The BBC 'Bitesize' – Enterprise has several videos that might be appropriate including:                             <ul style="list-style-type: none"> <li>- Promoting products at a market stall; <a href="http://www.bbc.co.uk/education/clips/zwj4kqt">www.bbc.co.uk/education/clips/zwj4kqt</a></li> <li>- Young Entrepreneur: <a href="http://www.bbc.co.uk/education/clips/ztqs34j">www.bbc.co.uk/education/clips/ztqs34j</a></li> </ul> </li> <li>• Exploring business and enterprise at Reading Festival: <a href="http://www.bbc.co.uk/education/clips/z8vm6sg">www.bbc.co.uk/education/clips/z8vm6sg</a></li> <li>• <a href="http://BeeBusinessBee.co.uk">BeeBusinessBee.co.uk</a></li> </ul>		



## Year 11 Business Curriculum – Year 2021-22

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2	
Topic	Explore ideas and plan for a micro-enterprise activity	Pitch a micro-enterprise activity	Review own pitch for a micro-enterprise activity	Focus on exam technique and exam practice across the terms and addressing gaps from Assessment 1		<b>Exam sitting 2</b>	
Knowledge Covered	<ul style="list-style-type: none"> <li>Generating ideas for a micro-enterprise activity</li> <li>Plan for a micro-enterprise activity</li> </ul>	<ul style="list-style-type: none"> <li>Pitching a micro-enterprise activity</li> <li>Presenting a business pitch</li> </ul>	<ul style="list-style-type: none"> <li>Using feedback and review to identify possible changes to the pitch</li> </ul>	<ul style="list-style-type: none"> <li>Address gaps from exam sitting 1. Focus on exam technique and exam practice for this term.</li> </ul>			
Online Resources	<ul style="list-style-type: none"> <li>The BBC 'Bitesize' – Enterprise has several videos that might be appropriate including:                             <ul style="list-style-type: none"> <li>Promoting products at a market stall; <a href="http://www.bbc.co.uk/education/clips/zwj4kqt">www.bbc.co.uk/education/clips/zwj4kqt</a></li> <li>Young Entrepreneur: <a href="http://www.bbc.co.uk/education/clips/ztqs34j">www.bbc.co.uk/education/clips/ztqs34j</a></li> </ul> </li> <li>Exploring business and enterprise at Reading Festival: <a href="http://www.bbc.co.uk/education/clips/z8vm6sq">www.bbc.co.uk/education/clips/z8vm6sq</a></li> <li><a href="http://BeeBusinessBee.co.uk">BeeBusinessBee.co.uk</a></li> </ul>			<ul style="list-style-type: none"> <li>BBC Bitesize</li> </ul>			