



**Overall Curriculum Aim:**

Students explore the key BTEC themes, which is spread across 3 main components, 2 of which are coursework. They will learn about the characteristics of enterprises and how they make profit. Students develop their ability to be independent learners who are able to critically assess an unfamiliar business context.

**Scheme for Learning**

**Curriculum Area – Enterprise**

**Overview – Year 10 Enterprise BTEC 2021-22**

**Lead Professional – Miss S Martin**

**Quality Assured by – Miss G Cox**

**Exam Board/Qualification – Edexcel**

Assessment Cycle	Topic/Unit Title	Rationale/Skill Development	Link to future or past learning.
1	<p>Component 1: Exploring Enterprises</p> <p>“What characteristics do people need to run enterprises?”</p>	<p>Students will examine the different characteristics of enterprises and the entrepreneurs.</p> <p>Exploration of social and political pressures influencing enterprises are to be examined. The mind set of entrepreneurs and the skills needed for entrepreneurs will form part of this area. These will directly relate to students using two different real enterprises to explore this theory. Students will use these two enterprises throughout component one.</p> <p>Skills will be developed in these main areas: Creative thinkers, reflective learners and use of entrepreneurial culture.</p>	<p><b>Year 10 BTEC Enterprise.</b></p> <p><b>Year 8 Enterprise Innov8.</b></p> <p><b>Year 9 Enterprise Cloud.</b></p> <p>Component 1: Learning aim A.</p>
2	<p>Component 1: Exploring Enterprises</p> <p>“How does market research help enterprises to meet customer needs and understand competitor behaviour”</p>	<p>Market research and understanding customers is the focus. This will expand to primary and secondary research and understanding competitors. All of the market research theory will allow students to analyze the two enterprise case studies in greater depth and understanding.</p> <p>Skills developed in these main areas: Creative thinkers, reflective learners and use of entrepreneurial culture.</p>	<p><b>Year 10 BTEC Enterprise</b></p> <p>This will allow students to be able to access learning and skills needed for component one.</p> <p>Component 1: Learning aim B</p>
3	<p>Component 1: Exploring Enterprises</p> <p>“How do internal and external factors affect enterprises?”</p> <p>“How can situational analysis help an enterprise?”</p>	<p>Students will continue to explore the two different enterprises and the focus will be on the impact of internal and external factors. These factors will link to other areas of business such as marketing, planning, financing, selling, regulations and revenue.</p> <p>Students will explore situational analysis of SWOT and PEST and link these to their enterprises. Reasons and measuring success of enterprises links further to the component one task.</p> <p>Skills will be developed in these main areas: Creative thinkers, effective participants, team work and use of entrepreneurial culture.</p>	<p><b>Year 10 BTEC Enterprise.</b></p> <p><b>Enterprise Innov8.</b></p> <p>This will allow students to be able to access learning and skills needed for component two.</p> <p>Component 1: Learning aim C.</p>
4	<p>Component 2</p> <p>Planning for and pitching an enterprise</p> <p>“What will be my business idea for my micro enterprise?”</p> <p>“How to create the perfect pitch”</p>	<p>Students will need to generate and then select an idea for a micro enterprise. This will lead to planning how to deliver their micro business idea.</p> <p>Students will need to create a ‘pitch’ for their business idea focusing on presentation and communication skills.</p> <p>To complete the assignment students will give and receive feedback on their chosen pitch.</p> <p>Skills developed in these main areas: Creative thinkers, effective participants and teamwork, and use of entrepreneurial culture.</p>	<p><b>Year 10 BTEC Enterprise.</b></p> <p><b>Year 7 Enterprise Horizon.</b></p> <p><b>Year 8 Enterprise Innov8.</b></p> <p>This will allow students to be able to access learning and skills needed for component two.</p> <p>Component 2: Learning aim A, B and C.</p>