

| Module/Unit of Learning                      | Taught During | What will students learn?   | What enriching opportunities will students engage in?  | Links to other Subjects |
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| <b>Enterprise and entrepreneurs</b>          | Autumn Term 1 | Students will learn the building blocks of knowledge and understanding of the characteristics of enterprise and the skills needed by entrepreneurs. Students are introduced to the dynamic nature of business in relation to how and why business ideas come about. They also explore the impact of risk and reward on business activity and the role of entrepreneurship.  | Learners will investigate and profile entrepreneurs  |                         |
| <b>Sectors of Industry &amp; value added</b> | Autumn Term 2 | Students will know and understand industry sectors, the concept of value added, the integrated nature of business activity and the impact of business on individuals and wider society for example ethics and production  | Learners will create a value added project and research the impact of branding as a monetary value                                   | Geography               |
| <b>Spotting a business opportunity</b>       | Spring 1      | Students will explore how new and small businesses identify opportunities through understanding customer needs and conducting market research. They will also focus on understanding the competition. students will explore a range of factors that impact on the success of the business, focusing on the marketing mix.   | Learners will follow and track the process of a chosen candidate through 'The Apprentice'  | Maths<br>English        |
| <b>Putting a business idea into practice</b> | Spring 2      | This topic focuses on making a business idea happen through identifying aims and objectives and concentrating on the financial aspects. Students will explore a range of factors that impact on the success of the business, including location, the marketing mix and the business plan.<br><br>Learners will also cover types of ownership (sole trader, partnership, ltd, plc, franchise, social enterprise); the types and characteristics of SMEs. | Learners will be able to participate in the Tenner Challenge where they will create and run their own business over a 4 week window. | Maths<br>English<br>Art |

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| <b>Market research</b>                               | Summer 1 | <p>This topic introduces the purpose of market research, understand customer needs; Methods of market research including primary research and secondary research. The use of data in market research: qualitative and quantitative data; and the importance of the reliability of market research data.</p> <p>Market research will also consider social and political pressures and the influence on enterprises to consider wider ethical responsibilities</p> | <p>Learners will conduct their own market research project and make contact with a local SMEs</p> <p>Those students who have families that own their own business could be asked to give real life viewpoint of living in a business owner family</p>  |  |
| <b>Understanding external influences on business</b> | Summer 2 | <p>Students are introduced to a range of factors, many of which are outside of the immediate control of the business, such as stakeholders, technology, legislation and the economy. Students will explore how businesses respond to these influences.</p>   | <p>Learners will be contacting local SMEs to investigate the impact of social, political and economic factors</p> <p>Covid rules apply they could arrange to interview and attend the location of the business to gain a deeper understanding of the day to day life of the entrepreneur</p> |  |