

Module/Unit of Learning	Taught During	What will students learn?	How are students challenged to become experts?	Links to other Subjects
Enterprise and entrepreneurs	Autumn 01	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	
Sectors of Industry & value added	Autumn 02	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
Spotting a business opportunity	Spring 01	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 English

Putting a business idea into practice	Spring 02	This topic focuses on making a business idea happen through identifying aims and objectives and concentrating on the financial aspects. 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 English Art
Market research	Summer 01	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 impact of market research data	Learners will conduct their own market research project and make contact with a local SME 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	
Local entrepreneur case study	Summer 02	Students will research a local business to create a case study and put in to practice professional communication still as they interview a business owner. The case study will put the years knowledge into practice documenting a range of factors, such as stakeholders, the reasons for creating the business, industry and the business model and aims.	Learners will be contacting local SMEs to investigate the business and its owner to gain a deeper understanding of the day-to-day life of the entrepreneur	