

CURRICULUM OVERVIEW FOR YEAR 10 COMPONENT 1: EXPLORING ENTERPRISES

Term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Topic	A1 What is an enterprise A2 Types and characteristics of small and medium enterprises (SMEs) A3 The purpose of enterprise	A3 The purpose of enterprise A4. Entrepreneurs Learning Aim A Controlled Assessment	B1 Customer needs B2 Using market research to understand customers	B2 Using market research to understand customers B3 Understanding competitors Learning Aim B Controlled Assessment	C1 Internal factors C2 "External factors"	C3 "Situational analysis" C4 Measuring the success of an SME Learning Aim C Controlled Assessment
Knowledge	<p>Enterprises carry out one or more activities, such as being involved with goods, services or both</p> <p>Most enterprises face some kind of competition</p> <p>Enterprises need to attract and keep customers happy and often face difficulties in capturing and retaining customers</p> <p>The role of customer service in attracting new customers, securing repeat purchases, customer loyalty and an improved reputation</p> <p>Enterprises use creativity and innovation to meet customers' needs by identifying gaps in the market for goods or services, or identifying a market for new goods or services</p>	<p>Aims such as making a profit, surviving, expanding, maximising sales, providing a voluntary or charitable service, being environmentally friendly, being ethical</p> <p>Objectives that can provide challenges and targets over a defined period of time</p> <p>How social and political pressures can influence enterprises to consider wider ethical responsibilities</p> <p>Range of the types of products and services provided by enterprises, e.g.:</p> <p>cleaning</p> <p>fitness instruction</p> <p>IT consultancies</p>	<p>Anticipating and identifying customer expectations</p> <p>After-sales service</p> <p>Linking products to customers</p> <p>Qualitative research</p> <p>Quantitative research</p> <p>Types of primary research: questionnaires</p> <p>visits and observations</p> <p>Types of primary research: interviews</p> <p>focus groups</p> <p>surveys</p>	<p>Sources of secondary research: online research</p> <p>company materials</p> <p>Sources of secondary research: market reports</p> <p>government reports</p> <p>The main features that make products competitive: price</p> <p>quality</p> <p>The main features that make products competitive: availability</p> <p>unique features and selling points (USPs)</p> <p>How products stand out in a market</p>	<p>Factors within the control of the enterprise that can impact on costs:</p> <p>Factors outside the control of the enterprise that can impact on costs</p>	<p>Using situational analysis to identify how internal and external factors might affect an enterprise</p> <p>SWOT (strengths, weaknesses, opportunities and threats)</p> <p>Using situational analysis to identify how internal and external factors might affect an enterprise</p> <p>PEST (political, economic, social and technological)</p> <p>How far they meet business aims such as surviving, breaking even, making a profit and meeting customer needs</p> <p>Reasons for the success of SMEs</p> <p>How far they meet business aims such as surviving, breaking even, making a profit</p>

	<p>Reasons why some enterprises fail</p> <p>Definitions of SMEs:</p> <p>micro – up to ten people</p> <p>small – between 11 and 49 staff</p> <p>medium – between 50 and 249 staff</p> <p>Characteristics of small and medium enterprises (SMEs)</p> <p>Aims such as making a profit, surviving, expanding, maximising sales, providing a voluntary or charitable service, being environmentally friendly, being ethical</p> <p>Objectives that can provide challenges and targets over a defined period of time</p> <p>How social and political pressures can influence enterprises to consider wider ethical responsibilities</p>	<p>financial consultancies</p> <p>selling products, such as a food stall, news agent, artists selling work online</p> <p>Reasons for starting your own enterprise – to be your own boss, to pursue a hobby, flexibility</p>				<p>and meeting customer needs</p> <p>Reasons for the success of SMEs</p>
Skills	<p>Show understanding of businesses and enterprises</p> <p>Understand differences in SMEs</p> <p>Written and verbal communication</p>	<p>Identifying with entrepreneurial skills</p> <p>Mind-set: focused passionate motivated and dedicated inventive or innovative proactive, confident,</p>	<p>Creation of both qualitative and quantitative research methods</p> <p>Ability to carry out both primary and secondary research</p>	<p>Carrying out secondary research</p> <p>Identify with competitive aspects of products</p>	<p>Identify with factors that impact costs understanding the market keeping customers satisfied</p> <p>Factors within the control of the enterprise that can impact on costs:</p> <p>effective planning and financing</p>	<p>Identify with internal and external factors that can impact enterprises</p> <p>SWOT/PEST analysis</p>

		flexible and adaptable resilient having vision and the capacity to inspire Skills for success: knowledge of industry/sector technical skills interpersonal communication skills planning skills time management negotiation prioritising tasks problem solving managing risk			marketing and promoting unforeseen human resource costs Identify with factors outside business control including Changes in the cost of energy, raw materials, borrowing, and renting premises changes in costs of marketing or selling governmental changes – new regulations, changes in taxation Factors outside the control of the enterprise that can impact on revenues: competitors consumer confidence in the economy – growth/recession and level of employment changing consumer behaviour changes in consumer legislation	
Key Marked Piece (Summative Assessments in bold)	Report discussing the differences in SME Case study discussing changes made due to ethical pressures	Presentation “what makes an entrepreneur” Learning Aim A Controlled Assessment	Report identifying how businesses identify customer needs Article discussing the differences between qualitative and quantitative data	Report discussions Businesses and how they target competition Learning Aim B Controlled Assessment	Report on how internal factors affect businesses Report on how external factors affect businesses	Case study local business and a SWOT analysis Learning Aim C Controlled Assessment

Vocabulary	Enterprise. Characteristics, goods, services, SMEs, competition. customers, unique, independent, chains, retain, reputation, budgets, profit Loyalty, Social media, service, creativity, innovation, gaps Micro enterprise, small enterprise, medium enterprise, private sector, public sector HMRC, employees, sole trader, partnership, LTD, private shares, entrepreneurs, virtual location Aims, profit, expansion, ethics, sustainability, charitable scheme, objectives, market, SMART Social pressure, political pressure, pop-ups, policy	Limited liability partnership, enterprises, goods, services Flexibility, social entrepreneurs Focus, motivation, dedication, proactive, innovative, inventive, confidence, proactive, adaptable, resilient, visionary, inspirational	Guarantees, repairs, maintenance Qualitative research, quantitative research, open-ended, closed questions Questionnaire, focus group, observations, consent, primary research Focus groups, surveys, interviews	Secondary research. online research, competitors, company materials Market reports, government reports, trade journals, statistical Features, unique selling points, quality Availability, unique	Market, factors, enterprise Demand, financing, contingency. human resources Interest, fluctuation, gross profit, loan, raw materials, borrowing, premises Regulations, taxation, selling costs, marketing costs Economy, growth, recession, tastes, legislation, consumer behaviour, consumer confidence. consumer legislation	Economy, growth, recession, tastes, legislation, consumer behaviour, consumer confidence. consumer legislation SWOT, competitive advantage PEST Perseverance, surviving, breaking even costs Market share, liquidity ratio, reputation