

Curriculum Overview For Year 11 Component 2 Pitching An Enterprise Idea

Term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Topic	A1 Generating ideas for a micro-enterprise activity	A2 Plan for a micro-enterprise activity	Learning Aim A Controlled Assessment B1 Pitching a micro-enterprise activity	B2 Presenting a business pitch Learning Aim B Controlled Assessment	C1 Using feedback and review to identify possible changes to the pitch Learning Aim C Controlled Assessment	Finish of course
Knowledge	Ideas could involve: innovation of products/services provision of products/services in new contexts provision of products/services to new markets Factors to be considered when selecting final idea: resources available financial forecasts costing and pricing methods of communication and promotion potential customers	Aims of the micro-enterprise: financial aims, e.g. to make a profit, to break-even non-financial aims, e.g. customer satisfaction, social aims such as meeting a need in the community Products or service to be sold, including: features, benefits and unique selling points selling price cost competitors Identifying the target market: market segment	Pitching: presenting key elements of a business plan logically Pitching: presenting key elements of a business plan logically	Presentation skills: professional behaviour and conduct of presenter positive attitude well-rehearsed and prepared Putting your enterprise into action "Setting up for trading" Presentation skills: considerate of the needs and interest of the audience Managing your finances, monitoring performance and break-even"	Receive feedback from audience on: the business content of the pitch the presentation and communication skills demonstrated Reviewing plan and personal performance, reflecting on feedback gathered from others: what went well, e.g. clear synopsis of plan, demonstration of skills what went less well or did not go to plan, e.g. not clearly explaining plan, lack of presentation	Finish of course

	<p>A skills audit by students, to consider:</p> <p>leadership, personal and communication skills required</p> <p>technical and practical skills required</p>	<p>appeal to target market</p> <p>how product or service will reach market, e.g. selling direct, online or both</p> <p>establishing and sustaining sales to the target customers</p> <p>Methods of communication with the customer:</p> <p>selection of methods, e.g. advertising, use of social media</p> <p>cost effectiveness</p> <p>design of promotional materials, i.e. appropriate content (accuracy, completeness and clarity of information/message) and appropriate appearance (e.g. use of colour, visual features, images, logos, text)</p> <p>Methods of communication with the customer:</p> <p>selection of methods, e.g. advertising, use of social media</p> <p>cost effectiveness</p> <p>design of promotional materials, i.e. appropriate content (accuracy,</p>			<p>and communication skills</p> <p>Reviewing plan and personal performance, reflecting on feedback gathered from others:</p> <p>what went well, e.g. clear synopsis of plan, demonstration of skills</p> <p>what went less well or did not go to plan, e.g. not clearly explaining plan, lack of presentation and communication skills</p> <p>Recommending improvements:</p> <p>to the contents of the plan</p> <p>to own performance</p> <p>Using feedback and review to identify possible changes to the pitch</p>	
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		<p>completeness and clarity of information/message) and appropriate appearance (e.g. use of colour, visual features, images, logos, text)</p> <p>Resources required:</p> <p>physical resources, including location, materials, equipment, fixtures and fittings, information technology, stock</p> <p>financial resources, including sources of finance, start-up costs, running costs, production costs/cost of sales</p> <p>human resources, e.g. skills and roles, possible training and development needs</p>				
Skills	<p>Generating ideas</p> <p>Presenting to audiences</p> <p>Written and verbal communication skills</p>	<p>Presenting skills</p> <p>Written communication</p> <p>Demonstrating methods of communicating with the customer</p> <p>Considering internal resource needs for businesses</p>	<p>Pitching and presenting ideas to a business audience</p>	<p>Communication skills:</p> <p>body language, gestures and eye contact</p> <p>language and tone, pace, volume and projection</p> <p>use of business terminology</p> <p>listening, handling questions and formulating</p>	<p>Receiving and responding to feedback</p> <p>Written, communication and evaluative skills</p>	<p>End of course</p>

				<p>appropriate responses</p> <p>Presentation skills:</p> <p>use of visual aids, e.g. computer projection/slide show with speaker notes, handouts for audience, clarity and legibility of text, impact of graphics and images</p> <p>Working safely, managing your time and problem solving"</p>		
<p>Key Marked Piece (Summative Assessments in bold)</p>	<p>Mood board showing ideas for a micro enterprise</p> <p>Report discussing factors needed to be considered when deciding on a business idea</p>	<p>Presentation discussing the product and business for an idea</p> <p>Report showing resources required for producing the business idea</p>	<p>Learning Aim A Controlled Assessment</p> <p>Learning Aim A Controlled Assessment</p>	<p>Article showing Year 7 how to present a business idea</p> <p>Learning Aim B Controlled Assessment</p>	<p>Report identifying evaluation of other pupils business ideas</p> <p>Learning Aim C Controlled Assessment</p>	<p>Course ends</p>
<p>Vocabulary</p>	<p>Innovation, products, services. context</p> <p>Resources, finance, financial forecasts. costing, pricing, communication, promotion, break-even</p> <p>Leadership, personal, communication, technical, practical</p> <p>skill, skills audit</p>	<p>Revenue. finance, aims, social enterprise</p> <p>Goods, services, features, benefits, pricing models, competitors, feasibility</p> <p>Market segment, demographic, target market, target sales, physical, virtual</p> <p>Promotional materials, point of sales, internal promotions, external promotions,</p>	<p>Pitch, communication, audience needs</p>	<p>Message. distribution, promotional material, operating, trading</p> <p>Transactions, receipt, expenses, invoice, projected profit, cash flow, negative cash flow, margin of safety, predictions</p> <p>Hazards, time management, problems</p>	<p>No further vocabulary</p>	

advertising,
wages

Sources of
finance, start-
up costs,
running costs,
fixed costs,
production
costs,
materials,
location,
equipment,
fixtures, stock

Sources of
finance, start-
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Risk averse,
contingency,
competitor,
quality control