








# CURRICULUM MAP FOR BUSINESS






## YEAR 10

<p><b>HALF TERM 1: Unit 1 – Exploring Enterprises</b></p> <p><b>KQ1 – What is an Enterprise?</b>          - Term used to describe a business  <u>(a) Sector</u>          - Goods = tangible possessions          - Services = intangible actions of doing work for someone          - Activities = what a business actually does e.g. what goods/services it sells, delivery, installation, credit etc.  <u>(b) Features of SMEs:</u>          -Run by a single individual or small team of people          -Physical location and/or online operation          -Sole employment or as part of a hobby/side hustle          -Existing in one or more sectors of the economy.  <u>(c) Markets</u>          -Business to Business (B2B)          -Business to Customer (B2C)  <u>(d) Models</u>          -Bricks and clicks and flips          -E-commerce.</p> <p>-Different industries in which enterprises operate.</p> <p><b>KQ2 – Examine the Types and Characteristics of SME’s</b>  <u>(a) Characteristics of SME</u>          - Small, Medium Enterprises            - Micro = up to 10 people            - Small = between 11-49 staff            - medium – between 50-249 staff          - Run by a single individual or small team of people          - Can have a physical location and/or operate online  <u>(b) Types of Ownership</u>          - Sole Trader          - Partnership          - Private Limited Company (Ltd)          - Limited liability partnership (LLP)          -Social enterprise that uses some of the profits to reinvest in the enterprise.</p> <p><b>KQ3 – Identify the purpose of Enterprises</b>  <u>(a) Aims</u>          -Making a profit, surviving, breaking-even, expanding, maximising sales, being environmentally friendly, being ethical, satisfying customers, providing a social service.</p> <p><b>KQ3 – Assess How Successful a Selected Local Enterprise Has Been in Achieving its Main Purpose</b>  <u>(a) Measures of Success of SME’s</u>          -How far do they meet business aims, surviving, breaking-even, making a profit, meeting customer needs  <u>(b) Reasons for Success</u>          - Hard work, skills, determination, resilience, ability          - Ability to develop/motivate/train employees          - Level of customer service/satisfaction and ability to meet customer needs          - Experience of operating in this or similar markets  <u>(c) Impact of activities in supporting the aims of enterprises</u></p>		<p>Case study for SME chosen for component 1 coursework.</p>
		<p>Written comparison of the purpose, activities and aims of two local, contrasting enterprises. Assessment of how successful a local enterprise has been in achieving its main purpose.</p> <p>Written description of the entrepreneurial characteristics and skills demonstrated in two local SME’s. Analysis of how the entrepreneurial characteristics and skills supported the purpose of the SME’s</p>
		<p>Questioning of guest speaker(s) about the key features of their business, how they are owned and their purpose. Discussion about how contrasting enterprises vary.</p> <p>Questioning of guest speaker(s) about their entrepreneurial skills. Discussion with Peers/class about which skill is the most important and about what they need and expect from a product or service supplied by a local business</p>
		<p>Geography – environmental impact of business, local demographics          PSHE – Ethics and social responsibility, British Values          Careers – Job roles in business and how they operate, local Labour Market Information</p>
		<p>Revision homework should be each week, covering the topics listed below:</p> <p>Week 1: <b>KQ1 - What is an enterprise – sectors and features</b>          Week 2: <b>KQ1 - What is an enterprise – markets and models.</b>          Week 3: <b>KQ2 - Characteristics of an SME and types of ownership</b>          Week 4: <b>KQ3 - The purpose/aims of an enterprise.</b>          Week 5: <b>KQ4 - Entrepreneurial characteristics and skills</b>          Week 6: <b>KQ4 - Entrepreneurial characteristics and skills</b></p>








# CURRICULUM MAP FOR BUSINESS

## YEAR 10

<p>-Developing and producing goods and services to meet the needs of changes in the market          -Attracting new customers and retaining existing customers through offers and promotions          -Managing business resources: finance, people, technology.          -Impact of failing to undertake these activities successfully.</p> <p><b>KQ4 - Describe the entrepreneurial characteristics and skills demonstrated in each selected local enterprise</b>  <u>(a) Reasons for Starting Own Enterprise</u>          -To be your own boss, to pursue a hobby, flexibility, to pursue a social mission.  <u>(b) Characteristics of Entrepreneurs</u>          -focus, passion, versatility, motivation and dedication, inventiveness, proactiveness, confidence, flexibility and adaptability, resilience and willingness to risk adversity, self-reliance, optimism, vision, resourcefulness, creativity and the capacity to inspire.  <u>(c) Skills for Success</u>          -knowledge of industry/sector, technical, interpersonal, communication and presentation, planning and researching, time management, negotiation, prioritising tasks, problem solving, managing risk, leadership and teamwork</p> <p><b>KQ5 – Analyse How Entrepreneurial Characteristics and Skills Support the Purpose of a Selected Local Enterprise</b>  <u>(a) Analytical Skills</u>          - Impact of the skills and characteristics of the entrepreneur in helping to support the aims of the enterprise to include:</p>		
<p><b>HALF TERM 2: Unit 1 – Exploring Enterprises</b></p> <p><b>KQ1 – What is the Importance of Identifying and Anticipating Customer Needs?</b>  <u>(a) Customer Needs</u></p>		<p>BTEC Tech Award Enterprise Student Textbook          Examples of Surveys</p>
<p>The importance of the information that primary and secondary research methods can provide about customers to include:          o understanding the market: anticipating and identifying customer needs          o adapting different products to meet <u>(b) Customer Expectations:</u></p>		<p>Explain how two selected enterprises use market research to meet customer needs and understand competitor behaviour. Assessment of effectiveness of market research used by a local SME to meet customer needs and understand competitive behaviour</p>
<p>-Producing products to market that solve a problem or add value for the customers          -Identifying customer expectations: good-value products, rapid response to enquiries, clear and honest information, after-sales service</p> <p><b>KQ2 – How is Market Research Used in Enterprises to Understand Customers</b>  <u>(a) Quantitative Research</u></p>		<p>Discussion on the pros and cons of different methods of market research, why it is important to understand competitors and how they are designed to meet customer needs and understand competitor behaviour. Questioning of visiting speaker about market research used and its success.</p>
<p>- Based on numerical and statistical data, closed questions  <u>(b) Qualitative Research</u></p>		<p>Product Design/Graphics – considering USP          Maths – possible data analysis</p>
<p>- Opinions and reasons for views, open ended questions  <u>(c) Primary Research</u>          - carried out directly with potential customers          - Types of primary research; questionnaires using a set of qualitative and quantitative questions (e.g. face-to-face, telephone, post, on a website/social media sit), visits or</p>		<p>Revision homework should be each week, covering the topics listed below:</p> <p><b>Week 1: KQ1 - Customer needs and expectations</b></p>



# CURRICULUM MAP FOR BUSINESS YEAR 10

<p>observation (looking at and recording how people behave in situations in a structured way), interviews or focus groups (talking to people to find out their views and experiences), surveys (a quantitative method that involves asking people to fill in paper or online questionnaires). -Benefits and drawbacks of each.</p> <p><u>(d) Secondary Research</u> – using existing research from third parties. - Types of secondary research, online research (internet searches, websites), company materials, market reports, government reports -Benefits and drawbacks of each.</p> <p><b>KQ3 – Why is it Important to understand Competitors?</b> <u>(a) Main Features Making Products Competitive</u> - Price - Quality - Availability - Unique Features and Selling Points (USP) - How they stand out from similar products/businesses on the market <u>(b) Who Local Competitors Are</u> - Visiting speakers and/or interrogation of websites to relate each of the KQ above to.</p> <p><b>KQ4 – Is the market research method being used suitable?</b> <u>(a) Suitability of market research methods</u> -Finding out further information about their customers and their competitors -Alternative methods based on the size of the enterprise, cost of research, time and human resources available to undertake research.</p>		<p>Week 2: <b>KQ2 - Type of research – quantitative and qualitative.</b> Week 3: <b>KQ2 - Type of research – primary and secondary.</b> Week 4: <b>KQ2 - Type of research – primary and secondary.</b> Week 5: <b>KQ3 - Understanding competitors.</b> Week 6: <b>KQ4 – Suitability of market research methods</b></p>
<p><b>HALF TERM 4: Unit 1 – Exploring Enterprises</b></p> <p><b>KQ1 – Investigate factors that contribute to the success of an enterprise</b> <u>(a) Internal Factors</u> - Factors within control of the enterprise that can impact positively or negatively on costs - Include; understanding the market (who the competition is, what customers want), keeping customers satisfied (the ability to meet customer needs better than its competitors on quality, price, features, customer service, availability, convenience), effective planning and financing, marketing and promoting the enterprise, unforeseen human resources costs (e.g. staff illness). <u>(b) External Factors</u> - Factors outside the control of the enterprise that can impact positively or negatively <i>on costs</i> - Include; changes in the cost of energy, raw materials, borrowing, 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 positively or negatively <i>on revenues</i> - Include; competitors (new competitors, changes made by existing competitors), consumer confidence in the economy</p>		<p>BTEC Tech Award Enterprise Student Textbook Examples of Surveys</p>
		<p>BTEC Tech Award Enterprise Student Textbook Current News Articles <a href="http://www.BBC.co.uk">www.BBC.co.uk</a></p>
		<p>Explain ways in which internal and external factors are important for customer success. Analysis of how these factors determined the success of a local SME</p>
		<p>Discussion, using examples of how, internal and external factors have affected the success of local SME's and which is the most important factor. Questioning of visiting speaker about how these factors have affected their SME</p>
		<p>Revision homework should be each week, covering the topics listed below:  Week 1: <b>Success of an enterprise – internal factors.</b></p>









# CURRICULUM MAP FOR BUSINESS YEAR 10

<p>(growth/recession, level of employment), changing consumer behaviour (social trends, taste), changes in consumer legislation, sales and labelling of products the misuse of information.</p> <p><b>KQ2 – How does using situational analysis help identify how internal and external factors might affect an enterprise</b></p> <p><u>(a) SWOT Analysis</u></p> <ul style="list-style-type: none"> <li>- Strengths, Weaknesses, Opportunities, Threats</li> <li>– draws together everything that could affect the success of an enterprise, including competitive advantage and disadvantage, usually presented in the form of a table with bulleted points</li> </ul> <p><u>(b) PEST Analysis</u></p> <ul style="list-style-type: none"> <li>- Political, Economic, Social and Technological</li> <li>– identifies all political, economic, social and technological factors that might affect an enterprise, usually presented in the form of a table with bulleted points.</li> </ul> <p><b>KQ1 – What needs to be considered when looking at the suitability of ideas for a Micro-Enterprise activity</b></p> <p><u>(a) Ideas for Micro-Enterprise Activity</u></p> <ul style="list-style-type: none"> <li>- Innovation of products/services</li> <li>- Provision of products/services in new contexts</li> <li>- Provision of products/services to new markets.</li> </ul> <p><u>(b) Factors to be Considered When Selecting Final Idea</u></p> <ul style="list-style-type: none"> <li>- Resources available</li> <li>- Financial forecasts</li> <li>- Costing and pricing</li> <li>- Methods of communication and promotion</li> <li>- Potential customers.</li> </ul> <p><u>(c) Skills Audit</u></p> <ul style="list-style-type: none"> <li>- Leadership, personal and communication skills required</li> <li>- Technical and practical skills required.</li> </ul>		<p>Week 2: <b>Success of an enterprise – external factors.</b></p> <p>Week 3: <b>SWOT analysis – strengths, weaknesses</b></p> <p>Week 4: <b>SWOT analysis – opportunities, threats</b></p> <p>Week 5: <b>PEST Analysis – political, environmental</b></p> <p>Week 6: <b>PEST Analysis – social, technological</b></p>
<p><b>HALF TERM 4: Unit 2 – Planning and Presenting a Micro-Enterprise Idea</b></p> <p><b>KQ1 -</b></p> <p><u>(a) Factors that affect selecting a micro enterprise idea</u></p> <p>-Own interests/skills audit, resources available, potential constraints: budget, age constraints – i.e. not able to employ others, not able to have a loan from a lender, not able to rent premises, financial forecasts, costing and pricing, methods of communication and promotion, potential customers, gaps in the market.</p> <p><u>(b) Ideas</u></p> <p>-Animal and horticulture, art and design, cleaning and maintenance, creative and speciality crafts, entertainment, performing arts and leisure, fashion and accessories, food and drink, hair and beauty, holding/hosting events, lifestyle, mental health and wellbeing, sport and exercise, sustainable and environmental, teaching, educational and coaching,</p>	      	<p>BTEC Tech Award Enterprise Student Textbook</p> <p>Extended writing within the completion of the assessment tasks.</p> <p>Three potential ideas for micro-enterprise activities described and obtained by using market research</p> <p>Discussion of advantages and disadvantages of different micro-enterprise ideas</p> <p>Maths – skills for working out costs, profit margins etc.</p>








# CURRICULUM MAP FOR BUSINESS

## YEAR 10

<p>technological, digital, social media and e-commerce, writing and publishing.</p>		<p>Revision homework should be each week, covering the topics listed below:</p> <p>Week 1: <b>HT1 KQ1 - What is an enterprise, characteristics of an SME and aims of an enterprise.</b></p> <p>Week 2: <b>HT1 KQ4 - Entrepreneurial characteristics and skills</b></p> <p>Week 3: <b>HT2 KQ2 - Type of research – quantitative, qualitative, primary and secondary.</b></p> <p>Week 4: <b>HT2 KQ3 - Understanding competitors.</b></p> <p>Week 5: <b>HT3 Success of an enterprise – internal factors and external factors.</b></p> <p>Week 6: <b>HT3 SWOT analysis / PEST Analysis</b></p>
<p><b>HALF TERM 5: Unit 2 – Planning and Presenting a Micro-Enterprise Idea</b></p> <p><b>KQ1 – What is included in a Business Plan</b></p> <p><u>(a) Aims of a Micro-Enterprise Activity</u></p> <ul style="list-style-type: none"> <li>-Financial aims, e.g. to make a profit, to break-even</li> <li>-Non-financial aims, e.g. customer satisfaction, social aims such as meeting a need in the community.</li> </ul> <p><u>(b) Product/Service to be Sold</u></p> <p>Features of the product (goods or services) e.g.</p> <ul style="list-style-type: none"> <li>-Ensuring product features and production of product is environmentally friendly and in the public interest, i.e. safe, ethical and legal</li> <li>-Relevant benefits and unique selling points (USPs)</li> <li>-Cost.</li> </ul> <p>Pricing of the product (goods or services) e.g.</p> <ul style="list-style-type: none"> <li>-Strategy: cost-plus/mark-up, competitive, skimming, penetration, premium</li> <li>-Selling price.</li> </ul> <p><u>(c) Target Market</u></p> <ul style="list-style-type: none"> <li>-Market segment</li> <li>-Pricing strategy, selling price and promotion appeal and relevance to target market</li> <li>-How product will reach market: selling direct, online or both</li> <li>-Establishing and sustaining sales to target customers.</li> </ul> <p><u>(d) Communicating with customers</u></p> <ul style="list-style-type: none"> <li>- Selection of methods, e.g. advertising, use of social media</li> <li>- Cost effectiveness</li> <li>- 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).</li> </ul> <p><u>(e) Resources Required</u></p> <ul style="list-style-type: none"> <li>- Physical resources, including location, materials, equipment, fixtures and fittings, information technology, stock</li> <li>- Financial resources, including sources of finance, start-up costs, running costs, production costs/cost of sales</li> <li>- Human resources, e.g. skills and roles, possible training and development needs</li> </ul>		<p>BTEC Tech Award Enterprise Student Textbook</p>
		<p>Realistic, well-structured plan for a final micro-enterprise idea prepared, fully explaining reasons for choice supported by individual research.</p>
		<p>-</p>
		<p>Maths: Financial calculations and formulas.</p>
		<p>Revision homework should be each week, covering the topics listed below:</p> <p>Week 1: <b>KQ1 - Aims of a Micro-Enterprise and products/ services</b></p> <p>Week 2: <b>KQ1 - Target market</b></p> <p>Week 3: <b>KQ1 – Communicating with customers</b></p> <p>Week 4: <b>KQ1 - Resources</b></p> <p>Week 5: <b>KQ1 - Risk assessments</b></p> <p>Week 6: <b>KQ1 - Financial information</b></p>



# CURRICULUM MAP FOR BUSINESS YEAR 10

<p><u>(f) Risk Assessment and Contingency Plans</u>          -Physical resources: location, materials, equipment, fixtures and fittings, information technology, stock          -Financial resources: sources of finance, calculation of start-up costs, running costs, and production costs/cost of sales          -Human resources: skills and roles, possible training and development needs          -How the resources will be obtained/funded.</p> <p><u>(g) Financial Information</u>          -Financial planning and forecasting commentary: break-even calculation and 12-month cash flow forecast          -Financial records commentary: profit and loss account (forecast statement of comprehensive income).</p> <p><u>(h) Viability of the plan</u>          Based on:          -Safety          -Ethicality          -Legality          -Environmental.</p>		
<p><b>HALF TERM 6: Planning and Presenting a Micro-Enterprise Idea</b></p> <p><b>KQ1 – What is included in a Business Plan</b></p>		<p>Refer to own business plan to prepare pitch. Watch examples of pitches e.g. Dragons Den</p>
<p><u>(g) Financial Information</u>          -Financial planning and forecasting commentary: break-even calculation and 12-month cash flow forecast          -Financial records commentary: profit and loss account (forecast statement of comprehensive income).</p>		<p>Visual aids produced with supporting notes for presentation</p>
<p><u>(h) Viability of the plan</u>          Based on:          -Safety          -Ethicality          -Legality          -Environmental.</p>		<p>Confidently deliver an effective pitch of micro-enterprise activity, demonstrating a range of appropriate communication and presentation skills</p>
<p><b>KQ2– What are the skills required for pitching a micro-enterprise activity</b>          Pitching = presenting key elements of a business plan logically</p>		<p>ICT - to produce visual aids          English - speaking and listening          All subjects – to see presentation skills teachers use in lessons</p>
<p><u>(a) Production of a presentation</u>          -Selection of relevant information and logical sequencing of information and ideas.          -Use of appropriate written communication skills:              -Use of business terminology              -Presentation of information and data.          -Consistent visual presentation, colours, use of margins, appropriate use of images and transitions, appropriate font including size and type.</p> <p><u>(b) Communication/Presentation Skills</u>          - Professional behaviour and conduct of presenter          - Positive attitude          - Well-rehearsed and prepared          - Considerate of the needs and interests of the audience          - Body language, gestures and eye contact          - Language and tone, pace, volume and projection          - Use of business terminology          - Listening, handling questions and formulating appropriate responses.</p>		<p>Revision homework should be each week, covering the topics listed below:</p> <p>Week 1: <b>KQ1 - Financial information</b>          Week 2: <b>KQ1 - Financial information</b>          Week 3: <b>KQ1 - Financial information</b>          Week 4: <b>KQ2 – Production of a presentation</b>          Week 5: <b>KQ2 – Production of a presentation</b>          Week 6: <b>KQ2 – Communication skills</b></p>



# CURRICULUM MAP FOR BUSINESS YEAR 10

<p>-Use of visual aids, e.g. computer projection/slideshow with speaker notes, -Handouts for audience, clarity and legibility of text, impact of graphics and images.</p>		
---	--	--