

What are the aims and intentions of this curriculum?

In Year 10 students will conclude their work on influencing factors and will start to develop their own ideas for a micro enterprise and pitch their idea to an audience

Term	Topics	Knowledge covered	Skills developed	Assessment
Autumn 1	Internal Factors	The Market Customer Satisfaction Planning and Financing Human Resources Marketing	Analysing the internal factors affecting businesses	Unit 1 Assignment 2 P4
Autumn 2	External Factors	What are external factors Impacts of external factors on costs Marketing, selling and regulations Impact of external factors on revenue SWOT analysis Reasons for business success	PEST Analysis SWOT Analysis Evaluate reasons for success	Unit 1 Assignment 2 P5
Spring 1	Exploring Business ideas	Ways of generating business ideas How to choose the best ideas Skills and characteristics of entrepreneurs	Generating business ideas Selecting the best idea Conducting a skills audit	Unit 2 Assignment 1
Spring 2	Planning for a micro enterprise activity 1	Aims of micro enterprises Goods and Services Identifying the target market	Preparing an outline business plan	Unit 2 Assignment 1
Summer 1	Planning a micro enterprise activity 2	Methods of communicating with customers Resources required for a micro enterprise Risk assessment	Communication skills Conducting a risk assessment	Unit 2 Assignment 2
Summer 2	Pitching for a micro enterprise activity	What a pitch includes Effective Communication Producing materials for a pitch Reviewing a pitch	Delivering a pitch for a business Reviewing own performance	Unit 2 Assignment 2