

## What are the aims and intentions of this curriculum?

The aims of the enterprise course are to prepare students for an enterprising future by studying and practising the knowledge, behaviours and skills related to researching, setting up, and reviewing an enterprise. In Unit 1 students examine the characteristics of enterprises, explore the use of market research and investigate factors that contribute to the success of an enterprise.

Term	Topics	Knowledge covered	Skills developed	Assessment
<b>Autumn 1</b>	Characteristics of Enterprise	What is an enterprise? Business Aims Types of business ownership Customer Service Characteristics of SME's Goods and services	Making recommendations to businesses Analysing customer service	Sole Trader leaflet Peer assessed ownership task
<b>Autumn 2</b>	Entrepreneurs	Reasons for starting an enterprise Skills and qualities of an entrepreneur Skills for success	Skills auditing	Assignment Task 1 (P1,P2,M1,D1) .
<b>Spring 1</b>	Market Research	Identifying customer needs Understanding customers Primary Research	Conducting primary market research Analysing results of market research	Task 2 (P3, M2, D2)
<b>Spring 2</b>	Market Research	Secondary Research Identifying competitors Understanding competitors	Conducting secondary market research Analysing results of market research Making recommendations based on results	Task 2 (P3, M2, D2)
<b>Summer 1</b>	Internal Factors	Understanding the market Customer Satisfaction	Keeping customers satisfied	Task 3 (P4)
<b>Summer 2</b>	Internal factors	Planning Marketing Financing	Business planning	Task 3 (P4)