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| Year \_\_10\_\_ | **Topic:**  **Period:** Autumn 1 |
| **Overview of topic:**  Examine the characteristics of enterprises  Explore how market research helps enterprises meet customer needs and understand competitor behaviour  Investigate the factors that contribute to the success of an enterprise C present a business model for a business start-up | |
| **Key** **knowledge:**  Enterprises carry out one or more activities, such as being involved with goods, services or both.  • Enterprises need to attract and keep customers happy and often face difficulties in capturing and retaining customers.  • The role of customer service in attracting new customers, securing repeat purchase, customer loyalty and an improved reputation.  • Enterprises use creativity and innovation to meet customers’ needs by identifying gaps in the market for goods or services, or by identifying a market for new goods or services.  **Key vocabulary:**   |  |  | | --- | --- | | **Tier 2** | **Tier 3** | | **Enterprise**  **Entrepreneur**  **SMEs**  **Profit**  **Mindset**  **Customer**  **Personal Skills**  **Motivation**  **Market Research**  **Competitior Anaslysis** | **Sole Trader**  **Public Limited Company**  **Private Limited Company**  **Partnership**  **Franchise**  **Limited Liability** | | **Key skills:**  ***Know…***  • Reasons why some enterprises fail.  • Definition of SMEs: micro – up to 10 people small – between 11–49 staff medium – between 50–249 staff.  • Characteristics of SMEs: run by a single individual or small team of people small number of employees type of ownership – sole trader, partnership, ltd. physical location and/or operate online.  • Aims such as making a profit, surviving, expanding, maximising sales, providing a voluntary or charitable service, being environmentally friendly, being ethical.  • Objectives that can provide challenges and targets over a defined period of time.  • How social and political pressures can influence enterprises to consider wider ethical responsibilities.  • Range of the types of products and services provided by enterprises, e.g. cleaning, fitness instruction, IT consultancies, financial consultancies, selling products, for example a food stall, newsagent, artists selling work online.  • Reasons for starting own enterprise – to be your own boss, to pursue a hobby, flexibility.  • Mind set: focus, passion, motivated and dedicated, inventive or innovative, proactive, confident, flexible and adaptable, resilient, having vision and the capacity to inspire.  • Skills for success: knowledge of industry/sector, technical skills, interpersonal communication skills, planning, time management, negotiation, prioritising tasks, problem solving, managing risk. |
| **Co-curricular opportunities: *(ASPIRE Day, Careers, clubs, competitions etc)***  Links to Young Business Enterprise club and similar clubs and competitions in school | **Key reading skills taught *(clarify, question, summarise, predict)* and key texts:**  Stored on Class Notebook and in digital revision guides on Teams  **Wider Reading Opportunities/Links:**  Please see Classnote Books on Teams and [www.doddlearn.co.uk](http://www.doddlearn.co.uk) for independent homework and study |
| **How can I use this information at home?**   * Conversation starters with your children to discuss their learning * Support your child in carrying out independent research around the topic * Visit your local library (or BorrowBox), museums, or other locations to explore the topic * Promote books/other texts that explore this topic (see reading section) * Help your child to learn the key vocabulary | |