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| Year \_\_10\_\_ | **Topic:** **Period:** Autumn 1 |
| **Overview of topic:**Examine the characteristics of enterprisesExplore how market research helps enterprises meet customer needs and understand competitor behaviourInvestigate 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:**

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| **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
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