

Subject	Y10 Core Knowledge – Autumn/Spring/Summer term	How to support students' learning
Enterprise	<p>Autumn Term</p> <p>Understanding Enterprises -</p> <ol style="list-style-type: none"> 1. Understand the different types of local enterprise that exist. 2. Describe the aims and objectives of local enterprises. 3. Describe the characteristics of local enterprises. 4. Describe the risks and rewards associated with being an entrepreneur. <p>Understanding Needs -</p> <ol style="list-style-type: none"> 5. Analyse research methods. 6. Understand how competitor behaviour can impact a small enterprise. 7. Understand how the needs of a customer are met. <p>Situational Analysis -</p> <ol style="list-style-type: none"> 8. Analyse an enterprise's position by using PEST analysis. 9. Analyse an enterprise's position by using SWOT analysis. 10. Discuss how internal and external factors impact an enterprise. 11. Select an appropriate idea for a micro business. 12. Select an innovative idea which is realistic and within budget. 13. Understand the role of a sole trader. <p>Spring term</p> <p>Choosing an idea for an Enterprise -</p> <ol style="list-style-type: none"> 14. Generate and select appropriate business enterprise ideas. <p>Business Planning for an Enterprise -</p> <ol style="list-style-type: none"> 15. Use a cashflow forecast to budget for a small enterprise. 16. Describe different promotional techniques. 17. Select appropriate promotional techniques for a selected business. 18. Describe different pricing techniques. 19. Select appropriate pricing techniques for a selected business. 20. Describe the difference between a sole trader and social enterprise. 	<ul style="list-style-type: none"> • The full specification for Pearson BTEC Enterprise can be found at:- https://qualifications.pearson.com/en/qualifications/btec-tech-awards/enterprise-2022.html • Sample assessments for the internally and externally assessed units can also be found at the above address. Components 1 & 2 are both internal coursework assignments and Component 3 is a written exam at the end of Year 11. • Students are currently working on component 1. The coursework consists of researching a local business and its aims and objectives, the characteristics of the owner, how market research can support business success and completing a SWOT and PEST analysis. <p>Useful websites include:</p> <ul style="list-style-type: none"> • https://www.twoteachers.co.uk/ (registration is required to use this website). Short videos of topic areas are included. • Students can also access a range of activities from the BBC Bitesize website. They need to focus on the topic areas of marketing and finance only. • A revision guide is also available to purchase soon from the school shop. Whilst they haven't covered all subject matter yet, this is a useful revision resource for them. • Any conversations you can have with your child about the business world would be gratefully appreciated. Discussing your own experience at work or why you purchase particular goods and services will add value to your child's learning outside the classroom.

	<p>21. Select and budget for the appropriate resources required for a selected enterprise.</p> <p>22. Describe market segmentation to target an appropriate target market appropriate for their chosen business.</p> <p>23. Assess the risk associated with a chosen business enterprise.</p> <p>24. Assess the overall viability of a chosen business enterprise.</p> <p>Planning a Business Pitch -</p> <p>25. Effectively pitch a chosen business idea.</p> <p>Review of overall success -</p> <p>26. Review the overall effectiveness of a business plan for a selected business.</p> <p>Summer term</p> <p>Targeting and Segmenting the Market -</p> <p>27. Assess the usefulness of market segmentation to an enterprise.</p> <p>28. Distinguish between B2B, B2C, mass and niche markets using examples.</p> <p>The 4 P's of Marketing -</p> <p>29. Assess the impact of product portfolio on a business.</p> <p>30. Describe the usefulness, using examples of the Product Life Cycle in decision making.</p> <p>31. Assess the importance of creating a brand and brand awareness.</p> <p>32. Describe pricing strategies available to business enterprise.</p> <p>33. Select the most appropriate pricing strategies for selected business enterprises.</p> <p>34. Assess the strengths and weaknesses of trading online and on the high street.</p> <p>35. Describe promotional strategies available to business enterprise.</p> <p>36. Select the most appropriate promotional strategies for selected business enterprises.</p> <p>37. Assess the factors influencing the choice of marketing methods.</p>	<ul style="list-style-type: none"> • Please also encourage them to keep up to date with current business news by using a News App.
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