



Year 10 Tech Award Business Curriculum Summary

**YEAR GROUP: Year 10 Learning Map****SUBJECT: Tech Award Business (Enterprise)**

When?	Understanding	Knowledge	Assessment
Autumn Half Term 1	<p>Exploring Enterprises</p> <p>Learners will explore different enterprises to develop their knowledge and understanding of the characteristics of enterprises and the skills needed by entrepreneurs to be successful. Learners will explore how enterprises use market research to find out about their customer needs and competitor behaviour and how internal and external factors may affect enterprises.</p>	<ul style="list-style-type: none">• Size and features of SMEs• Size of SMEs to include:<ul style="list-style-type: none">o micro; small and medium• Types of profit-making enterprises to include:• Sole trader, partnership, limited liability partnership (LLP), ltd, social enterprise that uses some of the profits to reinvest in the enterprise.• Features of SMEs to include:<ul style="list-style-type: none">o run by a single individual or small team of peopleo physical location and/or online operationo sole employment or as part of a hobby/side hustleo existing in	<p>Formal assessment</p> <p>Assignment A and B in line with the exam board specifications.</p> <p>Mock assignment completed to help students prepare for their controlled assessment in January.</p>



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		<p>one or more sectors of the economy.</p> <ul style="list-style-type: none">• Sectors and business models in which enterprises operate<ul style="list-style-type: none">○ Different sectors and business models, including:<ul style="list-style-type: none">○ Business to Business (B2B)○ Business to Customer (B2C)○ social enterprise○ goods○ service○ bricks and clicks and flips○ e-commerce.○ Different industries in which enterprises operate.• Aims and activities of enterprises<ul style="list-style-type: none">○ Aims of enterprises to include:<ul style="list-style-type: none">○ making a profit, surviving, breaking-even, expanding, maximising sales, being environmentally friendly,	



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		<p>being ethical, satisfying customers, and providing a social service.</p> <ul style="list-style-type: none">○ Impact of activities in supporting the aims of enterprises to include:○ Developing and producing goods and services to meet the needs of changes in the market<ul style="list-style-type: none">○ attracting new customers and retaining existing customers through offers and promotions○ managing business resources: finance, people.○ Impact of failing to undertake these activities successfully. <ul style="list-style-type: none">● Skills and characteristics of entrepreneurs	



When?	Understanding	Knowledge	Assessment
		<ul style="list-style-type: none">• Impact of the skills and characteristics of the, leadership and teamwork. <p>What will the students produce</p> <ul style="list-style-type: none">• Business Report in line with the BTEC tech Award Specification.• Clear explanations regarding contrasting local enterprises applying the theory taught in lesson. <p>Key vocabulary: Accurate; describe; analyse; apply; assess; compare; define; evaluate. Enterprise – micro and medium and features. Sole trader and partnership Aims and Objectives Entrepreneurs Sectors</p>	



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<p>Autumn Half Term 2</p>	<p>This should include an overview of the unit and what will be studied</p> <p>Exploring Enterprises</p>	<p>Learning outcome B: Understand customer needs and competitor behaviour through market research</p> <ul style="list-style-type: none"> • Market research methods <ul style="list-style-type: none"> ○ Benefits and drawbacks of a range of primary research methods used by enterprise • Understanding customer needs <ul style="list-style-type: none"> ○ The importance of the information that primary and secondary research methods can provide about customers • Understanding competitor behaviour <ul style="list-style-type: none"> ○ Understanding the market: anticipating and identifying competitor behaviour; producing products to market that are different from competitors; identifying features of the competitors; competitive advantage 	<p>Formal assessment</p> <p>Assignment A and B in line with the exam board specifications.</p> <p>Mock assignment completed to help students prepare for their controlled assessment in January.</p>



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		<p>What will the students produce</p> <ul style="list-style-type: none">• Business Report in line with the BTEC tech Award Specification.• Clear explanations regarding contrasting local enterprises applying the theory taught in lesson. <p>Key vocabulary: Accurate; describe; analyse; apply; assess; compare; define; evaluate.</p> <p>Market research – primary and secondary.</p> <p>Customer needs, identifying, anticipating.</p> <p>Customer behaviour, market and suitability.</p>	



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Spring Half Term 1	<p>This should include an overview of the unit and what will be studied</p> <p>Exploring Enterprises</p>	<p>Recap of all component 1.</p> <p>Mock assignment preparation of above topics to help students prepare for their first controlled assessment in line with the Tech Award assessment requirements.</p> <ul style="list-style-type: none">• Clear explanations regarding contrasting local enterprises applying the theory taught in lesson. <p>Key vocabulary: Accurate; describe; analyse; apply; assess; compare; define; evaluate.</p> <p>Market research – primary and secondary.</p> <p>Customer needs, identifying, anticipating.</p>	<p>Controlled assessment</p> <p>6 hours preparation of assessment 5 hours of supervised assessment</p>



When?	Understanding	Knowledge	Assessment
		Customer behaviour, market and suitability.	



When?	Understanding	Knowledge	Assessment
<p>Spring Half Term 2</p>	<p>Planning and Presenting a Micro-Enterprise Idea</p> <p>Learners will generate two realistic ideas for a micro-enterprise and choose one of these to plan within budget. They will individually present their business plan for their idea and review the production and delivery of their presentation to make recommendations for improvements.</p>	<p>Choosing ideas for a micro-enterprise</p> <ul style="list-style-type: none"> • Generation of ideas and choosing or rejecting ideas that may contribute to the likely success of an enterprise idea • Innovative ideas which are realistic and within budget <p>Plan for a micro-enterprise</p> <ul style="list-style-type: none"> • Ownership of the micro-enterprise: o sole trader o social enterprise • Features of the product (goods or services) to be sold • Pricing of the product (goods or services) to be sold • Methods of promotion • Identifying the target market • Resources required – physical, financial and human. • Financial information • Risk assessment 	<p>Formal assessment</p> <p>Mock assignment completed to help students prepare for their controlled assessment in May/January.</p>



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		<ul style="list-style-type: none">• Viability of the plan• Clear explanations regarding contrasting local enterprises applying the theory taught in lesson. <p>Key vocabulary: Accurate; describe; analyse; apply; assess; compare; define; evaluate. Enterprise; innovation; lifestyle; planning; ownership; aims; pricing; methods of production; target market; resources; human; physical and financial.</p>	



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Summer Half Term 1	Present a plan for the micro-enterprise idea to meet specific requirements	<p>Production of presentation</p> <ul style="list-style-type: none">• Selection of relevant information and logical sequencing of information and ideas• Use of appropriate written communication skills• Consistent visual presentation appropriate for the enterprise idea <p>Delivery of presentation</p> <ul style="list-style-type: none">• Methods of recording and delivery• Accurate and effective verbal communication skills• Engaging non-verbal communication skills• Business Report in line with the BTEC tech Award Specification.• Clear explanations regarding contrasting local enterprises applying the theory taught in lesson.	<p>Formal assessment</p> <p>Mock assignment completed to help students prepare for their controlled assessment in May/January.</p>



When?	Understanding	Knowledge	Assessment
		<p>Key vocabulary: Accurate; describe; analyse; apply; assess; compare; define; evaluate.</p> <p>Recording and delivery; accurate and effective; communication; skills; tone; pace; sharing; presentation;</p>	



When?	Understanding	Knowledge	Assessment
<p>Summer Half Term 2</p>	<p>Review the presentation of the micro-enterprise idea to meet specific requirements</p> <p>Learners will develop critical thinking skills as they review and reflect on the success of the production and delivery of their presentation, making recommendations for improvements</p>	<ul style="list-style-type: none"> • Review of presentation <ul style="list-style-type: none"> ○ Review of own skills demonstrated in the production and delivery of the presentation ○ Recommendations for improvements to the production and delivery of the electronic presentation. <p>Key vocabulary: Accurate; describe; analyse; apply; assess; compare; define; evaluate.</p> <p>Recording and delivery; success, reflect, strengths, weaknesses, opportunities, threats, recommendations;</p>	<p>Formal assessment</p> <p>. Mock assignment completed to help students prepare for their controlled assessment in January.</p>