Enterprise Key Stage 4 Curriculum

Curriculum Intent
"Everyone should learn to code; it teaches you how to think!" Steve Jobs.

Intent statement: Computing at Trinity Academy St Edward's equips students to become digital citizens who can communicate effectively, be cyber aware, can creatively use computer devices and systems that enables them to engage fully in a digital society. It supports students to become computational thinkers who can approach problems in a logical way.

Overview

Year 10

Students will complete component 1 in year 10. In this component they will have the opportunity to develop knowledge and understanding of the different types of enterprise and their ownership, looking at the characteristics of small and medium enterprises (SMEs) and entrepreneurs with reasons for levels of success. They will understand the importance of having a clear focus on the customer and the importance of meeting their needs. Enterprises can struggle if they do not carry out market research. It is important for students to develop relevant skills in market research and to analyse and be able to interpret their findings to support their understanding of customers and competitors. They will explore why enterprises are successful, looking at the impact of factors both inside and outside the control of the enterprise, and investigate ways in which situational analysis can be used to support decision making. They will discover how success can be monitored in an SME. This component will give students an understanding of the factors that contribute to a successful enterprise.

Year 11

To enable students to succeed as an entrepreneur or as an innovator in business, they need to have great ideas and plan how you are going to put them into practice. Any enterprise needs to plan how it will succeed through working out how it can harness physical, financial and human resources – which means the skills that you and others bring. An entrepreneur will also have to pitch their ideas to an audience in order to secure funding. In this component, students will use the research knowledge gained from Component 1 to consider a number of ideas before developing a plan for a realistic micro-enterprise activity. They will have the opportunity to plan how best to set up the chosen enterprise and how to fund it. They will need to take responsibility for creating and then delivering a pitch for their developed idea to an audience using their knowledge of business, and demonstrating entrepreneurial characteristics, qualities and skills. In the final part of the component, they will use feedback to review their plan and pitch for the micro-enterprise activity, reflecting on their plan, pitch and the skills they demonstrated when pitching. Finally in component 3 students will explore the different promotional methods used by enterprises and the factors that influence how enterprises identify and target their market. Students will explore financial documents and how to use them to monitor and improve the performance of an enterprise in order to make decisions and recommend strategies for success.

Content

Year 10

Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Component 1 Learning aim A and B	**Component 1 Learning aim C**	**Component 1 Coursework**		**Component 2 Learning aim A Planning**	**Component 2 Learning aim B Planning**
Students will examine the characteristics of enterprises and explore how market research helps enterprises to meet customer needs and understand competitor behaviour.	For this learning aim students will investigate the factors that contribute to the success of an enterprise.	Students will find out about real local SMEs and will demonstrate their understanding of how their characteristics contribute to their success. Then investigate how two SMEs carry out market research to find out about customer needs and how the SMEs are affected by competitor behaviour. Followed by looking at the internal and external factors that affect success in SMEs.		Explore ideas and plan for a micro-enterprise activity.	Pitch a micro-enterprise activity.

Year 11

Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Component 2 Learning aim A Coursework	**Component 2 Learning aim B Coursework**	**Component 2 Learning aim B and C Coursework**	**Component 3 AO1 and AO2**	**Component 3 AO3 and AO4**	
Students will individually produce a realistic plan for a micro-enterprise activity, having explored a range of ideas and considered their skills.	Students will carry out an individual pitch of their final plan to an audience. The audience could include teachers and peers.	Students will individually reflect and evaluate whether their plan and pitch were successful and suggest improvements.	Students will demonstrate knowledge and understanding of elements of promotion and financial records and interpret and use promotional and financial information in	Students will make connections between different factors influencing a given enterprise and be able to advise and provide recommendations to a given enterprise on ways to improve its performance.	

			relation to a given enterprise.		