

Oasis Academy Lister Park Business Curriculum: Year 10

In Year 10, students arrive with a variety of different, skills and knowledge that can help them in their study of Business studies In Year 10 Students will complete Component 2 of the BTEC Tech Award in Enterprise.

Component 2 aim: to explore ideas, plan and pitch a micro-enterprise activity to an audience, and use feedback to review their business plan.

During Component 2 students will:

- **Explore** ideas and plan for a micro-enterprise activity
- **Pitch** a micro-enterprise activity
- **Review** their own pitch for a micro-enterprise activity
- **Develop** their planning and research, presentation, communication and self-reflection skills.

Component 1 aim: to examine different enterprises to develop knowledge and understanding of the characteristics of enterprises and the skills needed by entrepreneurs
They will also study Component 1 of the Tech Award in Enterprise where they will:

- **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
- **Develop** transferable skills, such as research, and data analysis in order to interpret their findings.

10	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
	<u>Component 2</u> A: Explore ideas, plan and pitch for a micro-enterprise activity A1: Generating ideas for a micro-enterprise activity	<u>Component 2</u> B: Pitch a micro-enterprise activity B1: Presenting a business pitch	<u>Component 2</u> C: Review own pitch for a micro-enterprise activity C1 Using feedback and review to identify possible changes to the pitch	<u>Component 1</u> A: Examine the characteristics of enterprises A1 What is an enterprise? A2 Types and characteristics of small and medium enterprises (SMEs)	<u>Component 1</u> B: Explore how market research helps enterprises to meet customer needs and understand competitor behaviour B1 Customer needs	<u>Component 1</u> C: Investigate the factors that contribute to the success of an enterprise C1 Internal factors C2 External factors C3 Situational analysis
What will be covered?	Generating ideas for a realistic micro-enterprise, considering: <ul style="list-style-type: none"> • innovation of products or services • new contexts for products or services • new markets for products or services. 	Preparing an individual pitch to an audience, summarising the micro-enterprise plan, and displaying good: <ul style="list-style-type: none"> • presentation skills • communication skills. • how to give constructive feedback 	Receiving feedback from audience on: <ul style="list-style-type: none"> • the business content of the pitch • the presentation and communication skills demonstrated. Reviewing the plan and personal performance, reflecting on	Introduction to contrasting enterprises, how their provision fills a gap in the market and why. Looking at a range of contrasting local enterprises to identify their characteristics, including: <ul style="list-style-type: none"> • size; the number of people employed 	How local enterprises identify and anticipate customer needs and expectations regarding: <ul style="list-style-type: none"> • value • rapid response to enquiries • clear and honest information • after-sales service. 	Analysing internal factors affecting a range of enterprises, their strengths and weaknesses (SWOT analysis), including: <ul style="list-style-type: none"> • understanding their markets (competition and customers) • keeping customers satisfied

<p>Finalising an idea for a realistic micro-enterprise considering:</p> <ul style="list-style-type: none"> • resources available • financial forecasts • costing and pricing • methods of communication and promotion • potential customers • leadership, personal and communication skills • technical and practical skills. 	<ul style="list-style-type: none"> • preparing records of activity and feedback forms. • clear presentation skills to pitch the micro-enterprise • clear communication of the developed idea • logical structure of content of the plan • consideration of the audience, e.g. needs, interests. 	<p>feedback gathered from others, such as:</p> <ul style="list-style-type: none"> • what went well, e.g. clear synopsis of plan, demonstration of skills • what went less well or did not go to plan, e.g. not clearly explaining plan, lack of presentation and communication skills. <p>Recommending improvements to:</p> <ul style="list-style-type: none"> • the contents of the plan • own performance. 	<ul style="list-style-type: none"> • ownership, and the people who run them • location: physical, online, or both • aim(s) and objectives • range of products/services provided. <p>Looking at a range of local entrepreneurs, including:</p> <ul style="list-style-type: none"> • reasons for starting own enterprise • mind set • skills for success. <p>Looking at a range of enterprises to see how:</p> <ul style="list-style-type: none"> • the characteristics of an enterprise • the characteristics of an entrepreneur • contribute to its level of success or failure. 	<p>How the products and services of a range of enterprises can be linked to target markets and a market segment:</p> <ul style="list-style-type: none"> • demographic • geographic • psychographic • behavioural <p>How a range of enterprises conduct market research, using:</p> <ul style="list-style-type: none"> • primary and secondary research and their uses • methods of collection 	<ul style="list-style-type: none"> • planning and financing effectively, and coping with unforeseen costs • marketing and promoting the enterprise • unforeseen human resources costs. • How internal factors determine the success or failure of an enterprise. <p>Analysing external factors affecting a range of enterprises using PEST analysis:</p> <ul style="list-style-type: none"> • Political – governmental changes, new regulations, changes in taxation. • Economic – consumer confidence in the economy, growth/recession, level of employment. • Social – changing consumer behaviour, social trends, taste. • Technological – automation, internet, rate of technological change
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