

KS3 ENTERPRISE	Subject Intent	We want our students to be passionate about Enterprise and have the opportunity to develop and cultivate a creative flair which will provide future career opportunities. Our curriculum improves student's communication skills, literacy and allows them to meet local entrepreneurs and learn from the very best. Students will be confident in a wide range of skills, including understanding cash flow, budgeting and be able to plan, pitch and evaluate their own enterprise idea.
	KS4 Subject Narrative	Students will take three components of work during the two-year course, which includes both controlled assessments and exams. Students will have the chance to run their own business, and participate in the Tenner Challenge, which is a Nationally recognised competition. As part of the exploring enterprises component, students will have the opportunity to meet successful entrepreneurs, and develop an appreciation for what it takes to run a successful business.
	Routine Assessment Strategies	SAR (Strength Action Response) during each draft assessment hand in point for Components 1 and 2 SAR (Strength Action Response) after topic assessment during Component 3. Regular in class tasks and questioning. Students have regular opportunities to present their work.

Year10 ENTERPRISE	WHY THIS, WHY NOW?	Autumn Term – Component 1 Exploring Enterprises.	Spring Term - Component 1 Exploring Enterprises.	Summer Term – Component 2 Planning for and Pitching an Enterprise Activity.
	Enquiry questions	<ul style="list-style-type: none"> What are the main characterises of enterprises? How does market research help enterprises meet customer needs? 	<ul style="list-style-type: none"> How does market research help enterprises understand competitor behaviour? What are the factors that contribute to the success of an enterprise? 	<ul style="list-style-type: none"> How can you explore ideas and plan for an enterprise activity? Can you review your own pitch for an enterprise activity?
	Key Subject Knowledge	<ul style="list-style-type: none"> Entrepreneurs. Range of goods and services. SME. Revenue. Expenditure. 	<ul style="list-style-type: none"> Customer service. Enterprise characteristics. Mind-set of an entrepreneur. Skills for success. Primary and secondary research. 	<ul style="list-style-type: none"> Generating enterprise ideas. Selecting an idea. Doing a skills audit. Goods and services. Communication methods.
	Subject Competencies	<ul style="list-style-type: none"> Media influences. Marketing regulations. Selling regulations. USP Availability. 	<ul style="list-style-type: none"> Identifying competitors The impact of internal factors The impact of external factors Market reports Government reports. 	<ul style="list-style-type: none"> Risk assessment. Pitching an idea. Responding to questions. Giving feedback. Receiving feedback.
	Summative Assessments (High stakes assessments which test cumulative knowledge)	<ul style="list-style-type: none"> Students will complete 3 assignments as part of component 1, which will count as 30% of the final assessment grade. Students will complete a portfolio of work on two local businesses and consider the internal and external factors that influence them. 	<ul style="list-style-type: none"> Students will complete 3 assignments as part of component 1, which will count as 30% of the final assessment grade. Students will have to plan and evaluate a business idea. Students will also be able to participate in a National competition (The Tenner Challenge) 	<ul style="list-style-type: none"> Students will complete 3 assignments as part of component 2, which will count as 30% of the final assessment grade. Students will need to have an understanding of internal and external sources of finance, cash flow forecasting and balance sheets.
	How does this pave the way for future study?	<ul style="list-style-type: none"> Component 1 links into component 2 and 3. You will understand how entrepreneurs and SME's focus on what their customers need and how they meet these needs. 	<ul style="list-style-type: none"> Component 1 links into component 2 and 3. You will look at factors that affect an enterprise from the inside and outside. This will include how enterprises make decisions. 	<ul style="list-style-type: none"> Component 2 links into component 3. You will learn how entrepreneur's and innovators need to have not only great ideas, but also the ability to develop strategies to put these ideas into practice.