

SUBJECT Enterprise

YEAR 10 – Component 1: Exploring Enterprises (Cycle 1)

Overview

Enterprise is the set of skills and characteristics that an entrepreneur requires in order to be innovative, including creativity, risk aversion, inventiveness and dedication. It is also the name given to a small start-up business. In this component, students will have the opportunity to develop knowledge and understanding of how the activities undertaken by micro, small and medium sized enterprises (SMEs), along with the characteristics and skills of the entrepreneurs who run them, support the aims of the enterprise.

Enterprises can struggle if they do not carry out market research and it is important for the students to develop relevant skills in market research and to interpret the findings to support their understanding of customers and competitors. Students will explore why enterprises are successful, looking at the impact of factors both inside and outside of the control of the enterprise and investigate ways in which situational analyses can be used to support decision making.

The component will give students an understanding of the factors that contribute to a successful enterprise. They will develop transferable skills, such as research and data analysis, which will support their progress. The set coursework will allow students to demonstrate their understanding of SME's through their investigation and report on a selected enterprise.

SMSC + British Values

	Democracy	x	Cultural development – understand, accept, respect and celebrate cultural diversity
X	The rule of law		Spiritual development – explore beliefs, feelings, values and being creative
	Individual liberty	x	Social development – use social skills, appreciate diverse viewpoints, resolve conflict
X	Tolerance for the beliefs and values of others		Moral development – recognise right and wrong, respect the law

Cultural development – students will be taught to consider customer needs and show an understanding of how customer needs are valued by enterprises and how enterprises aim to satisfy these customers' needs. The rule of law - students will learn that enterprises are governed by laws that can affect the success or failure of a business and that these laws can also protect employees and customers.. Tolerance for the beliefs and values of others - this will be relevant as students will need to consider the diverse range of user preferences and needs when designing interfaces and respect user perspectives. Social development - students will work meet with local enterprises in order to produce a detailed report on their selected enterprise.

Assessment

In this section, outline the key assessment points in the SoL – when will staff be marking and what are the specific tasks they will mark?

Week	Assessed piece of work
5	Low stakes quiz user interfaces 25 marks (20 multiple choice and short answer questions)
7-11	Component 1 controlled assessment 30% of overall course grade.



Vocabulary

	Word	Definition
1	Enterprise	is the set of skills and characteristics that an entrepreneur requires to be innovative.
2	Entrepreneur	is a person who sets up an enterprise or enterprises, taking on financial risks often in the hope of making a profit.
3	Limited liability	means that the owners of the enterprises are not personally liable for the debts of the enterprise.
4	Unlimited liability	means that a person is responsible for the debts of themselves and others. They can lose their home or personal money if they cannot pay off the debts of the enterprise.
5	Bankruptcy	is when a person cannot pay their debts. Their possessions could be used to pay off the debts.
6	Self-employed	means that you run the enterprise yourself and take responsibility for it whether you are successful or not.
7	Profit	means the amount of money that an SME has earned less the costs it has paid out. Profits are then used to calculate the amount of tax that an SME must pay
8	Not-for-profit enterprise	is an organisation that operates to provide goods or services to benefit the public and does not make a profit.
9	Market	Is different types of customers that an enterprise sells to or targets. For example, children, sports enthusiasts.
10	Market research	Is the process of finding information on the market, customers and competitors to help design products and services.
11	Primary research	Is the information or data that is collected 'first hand' by the researcher and was not previously collected or published by others.
12	Qualitative questions	Include open ended questions and are used to gain long and descriptive answers from respondents, such as their opinions.
13	Quantitative questions	include questions where the respondent does not need to describe their answer, these are known as closed questions they may select a number, yes/no or a choice to a particular question.
14	Focus group	is a group interview involving people who have similar traits or experiences who participate in a group discussion so that enterprises can gain their thoughts and opinions on a range of topics.
15	Secondary research	is using data that already exists and has been published by somebody else.
16	Customer needs	are the wants or requirements a customer has for goods or services.
17	Unique Selling Point (USP)	is the features of a good or service that makes it different from competitors.
18	Competitive advantage	means being compared to a competitor that sell similar goods and services and being perceived as better than them by customers
19	Situational analysis	is the process of gathering data about an enterprise and analysing this data so that decisions can be made (PEST and SWOT)



Lesson 1 and 2

Lesson title: What is an enterprise and what is an entrepreneur?

Lesson one is partly an introduction to BTEC Enterprise and a course outline.

Lesson purpose: In this lesson, you will learn what an enterprise and what an entrepreneur is.

What's coming up: This will allow us to understand what an enterprise is and what an entrepreneur is. The reasons why enterprises exist. SME's This will allow students to better understand the reason why an entrepreneur will set up a SME enterprise.

Big picture: The role that enterprises and entrepreneurs play in the local community and wider economy.

Key knowledge

- Understand the different sizes of SMEs, micro, small and medium
- Understand the different types of profit making enterprises.
- Understand what an entrepreneur is.

Frayer and Rigorous Reading

Frayer - Entrepreneur - someone who takes a risk to start a business

Rigorous Reading - Lesson 1 course introduction and outline. Lesson 2 Examining the characteristics of enterprises.

Activities:

- Do Now: What is an enterprise? What is a customer need? What is profit?
- Frayer - Entrepreneur
- Contextual input - Course introduction
- Rigorous Reading - Course introduction and examining the characteristics of enterprises.
- Contextual input Different types of SMEs displayed on PP for students
- Student application: MWB types of different enterprises that are examples of micro, small and medium enterprises.
- Student application: Identify the reason for starting an enterprise and why enterprises expand over time, use cold call to review
- Exit Ticket: Types of SME's, entrepreneurs and profit

Misconceptions:

SMEs micro, small and medium enterprises that are characterised by number of employees. One misconception is that a SME must have less than 250 employees. It is crucial to highlighted that most enterprises in local community are SMEs and that these are different to public limited companies.

Profit, a misconception is that profit is the money an enterprise makes from selling goods and services. It is important to explain that profit is the money once all costs have been deducted therefore the enterprise can make either a profit or a loss.



Check for understanding opportunities:

Do Now - What is an enterprise? What is a customer need? What is profit?

MWB different types of enterprises

Student activity - Identify the reason for starting an enterprise and why enterprises expand over time, use cold call to review

Exit Ticket: Types of SME's, entrepreneurs and profit

Marking point? N

Lesson 3

Lesson title: What are the features of a SME and the types of profit-making enterprises?

Lesson purpose: The purpose of this lesson is to help students identify different business ownerships and the key features of how a SME is ran.

What's coming up: This will allow students to understand the types of SMEs in their local community and be able to explain how the different type of ownership impacts on the day to day running of the enterprise.

Big picture: This lesson will help students the role that their local community plays in the economic community, will be able to identify different types of enterprises and have a better understanding of what an entrepreneur is and why they want to set up a SME.

Key knowledge

- Understand the features of different SMEs: sole trader, partnerships, Limited company (Ltd)
- Explain the advantages and disadvantages of different types of business ownerships
- Understand how businesses can operate from different locations
- Understand different business sectors and business models and different industries

Frayer and Rigorous Reading

Frayer - Limited and unlimited liability - owners are not personally responsible for all debts of the business unlike limited liability where owners are responsible for all debts and may lose personal possessions to pay for them

Activities:

- Do Now: types of SME's, what is an enterprise, how is profit calculated.
- Frayer - Limited and unlimited liability

Misconceptions:



- Contextual input - Features of different business ownerships, with the advantages and disadvantages of each
- Student application: Complete task 1 explain the advantages and disadvantages of different business ownerships
- Contextual input - Complete task 2 explain different types of sectors and business models, use cold call to check understanding
- Contextual input - benefits and drawbacks of different types of business ownership. All SMEs operate differently, have different sectors, different products and different locations
- Exit Ticket: Examples of B2B and B2C, limited and unlimited liability, advantage of a partnership

That not all enterprises sell their goods and services to the same market and that they can be divided into Business to Business and Business to Customers and in some cases some enterprises may sell to both.

Bricks, click and flips. Students can sometime think an enterprise having a website is the same as it being e-commerce. Students needs to understand e-commerce can only be applied to an enterprise when consumers are able to purchase from the enterprise via the internet.

Check for understanding opportunities:

Do Now - Types of SME's, what is an enterprise, how is profit calculated.

Context task 1 advantages and disadvantages of different types of business ownerships

Context - Students complete task 1 explaining advantages and disadvantages off different types of business ownerships.

Context - Students explain different types of markets and business models

Context - Students research enterprises that operate in following industries: retail, IT and computing and hospitality and explain if they sell goods or services, whether they sell to B2B, B2C or both and whether they operate a bricks/clicks/flips model and why

Exit Ticket: Examples of B2B and B2C, limited and unlimited liability and advantages of a partnership

Marking point? N



Lesson 4

Lesson title: Aims and Activities of an Enterprise

Lesson purpose: The purpose of this lesson is to enable students to understand the various aims that an enterprise may set and why they want to achieve these aims.

What's coming up: This lesson is part of a larger unit on aims of enterprises and the associated activities that enterprise carry out in order to meet these aims. It will also identify what will happen to enterprises if they fail to undertake these activities successfully.

Big picture: These lessons help students to see why enterprises carry out particular activities and the link these have to their aims. Students will also understand how aims of enterprises can change over time.

Key knowledge

- What is an aim and what are the different types of aims that an enterprise may set?
- What impact does the activities have in supporting the aims of the enterprise?
- Managing business resources (finance, people, technology)
- Impact of failing to undertake business activities successfully

Frayer and Rigorous Reading

Frayer - Aim - they are statements that support the original purpose of the enterprise. An enterprises aims sets out what it wants to do in the future. These aims may include making a profit, surviving, breaking even and expanding, maximising sales, being environmentally friendly, satisfying customers and providing social care service.

Rigorous reading - case study on JD Butchers Ltd.

Activities:

- Do Now: What is a B2C, disadvantage of a sole trader, advantage of a private limited company, what is e-commerce, what is a brick enterprise.
- Frayer - Aim- refers to what goals an enterprise sets and wants to achieve.
- Contextual input - Aims of an enterprise
- Students application - identify the reasons why some enterprises fail and explain how the owners/mangers can prevent these failures of happening.
- Contextual input - SMART objectives
- Student application -MWB Explain the different between an aim and an objective, cold call responses to check for understanding.
- Contextual input - Impact of failing to undertake activities successfully
- Student application: Case study on JD Butchers Ltd, students answers two questions on case study.

Misconceptions:

Aims are not the same as objectives. An aim is an overall goal that a business is trying to achieve.

An objective is a measurable step that a business will set in order to work towards an aim. Explain SMART objectives to students



- Exit ticket - Examples of aims, reasons why enterprises may fail, what is B2B

Check for understanding opportunities:

Do Now - What is a B2C, disadvantage of a sole trader, advantage of a private limited company, what is e-commerce, what is a brick enterprise.

Context - Identify reasons why enterprises fail.

MWB - Difference between an aim and objective

Context - Students complete case study on JD Butchers

Exit Ticket: Examples of aims, reasons why enterprises fail, what is a B2B

Marking point? N



Lesson 5 and lesson 6

Lesson title: What is an entrepreneur, what are the skills and characteristics of entrepreneurs?

Lesson purpose: The purpose of this lesson is to understand the reasons why entrepreneurs start their own enterprise and the impact of the skills and characteristics of the entrepreneur in helping to support the aims of the enterprise.

What's coming up: This lesson will allow us to understand how entrepreneurs have been successful and identify why they may want to become an entrepreneur.

Big picture: By understanding why entrepreneurs set up a business may help to inspire the students to think of possible business opportunities they may wish to pursue and become future entrepreneurs.

Key knowledge

- Why do entrepreneurs start their own business
- What are skills of an entrepreneur
- What are characteristics of an entrepreneur

Frayer and Rigorous Reading

Frayer - Entrepreneur - a person who sets up their own business, often taking a financial risk reasons why an entrepreneur would want to set up their own business

Activities:

- Do Now: Advantages of a sole trader examples of B2C enterprises, define and aim with examples
- Frayer - Entrepreneur a person who sets up their own business
- Contextual Input - Reasons for starting own enterprise
- Student application: why would they wish to start their own enterprise, what would be the advantages and disadvantages of setting up their own enterprise
- Contextual input - Skills and characteristics of an entrepreneur.
- Student application - MWB identify the different skills and characteristics of an entrepreneur.
- Contextual input - Examples of successful entrepreneurs
- Student application - research entrepreneur and explain the reasons for them starting their own business, and what skills and characteristics did they demonstrate to be successful.
- Exit Ticket: Skills and characteristics of an entrepreneur.

Misconceptions: Entrepreneurs are not the same as managers of a business, they are the person or person who see a gap in the market and take a financial risk to start the business

Check for understanding opportunities:

Do Now - Advantages of a sole trader examples of B2C enterprises, define and aim with examples

Context Reasons for starting own business



<p>MWB identify the different skills and characteristics of an entrepreneur</p> <p>Context - research entrepreneur and explain the reasons for them starting their own business, and what skills and characteristics did they demonstrate to be successful.</p> <p>Exit Ticket: Skills and characteristics of an entrepreneur</p>	
<p>Marking point? Y- low stakes quiz assessed in lesson.</p>	
<p>Lesson 7</p> <p>Lesson title: What is market research?</p>	
<p>Lesson purpose: To help learners understand the different market research methods used by enterprises to identify needs and wants of customers. How different methods of market research are appropriate for different enterprises and their products.</p> <p>What's coming up: This lesson will allow us to apply the knowledge to understand why enterprises conduct market research in gathering information about customers and competitors.</p> <p>Big picture: Understanding that successful enterprises will conduct quantitative and qualitative market research so they can identify their target market and produce goods and services that meet the needs of their target market. It also helps them gain a competitive advantage over their competitors</p>	
<p>Key knowledge</p> <ul style="list-style-type: none"> • Understand the benefits and drawbacks of a range of primary research methods used by enterprises. • Understand the benefits and drawbacks of a range of secondary research methods used by enterprises. • Understand qualitative data. • Understand quantitative data. 	
<p>Frayer and Rigorous Reading</p> <p>Frayer - Market research - the process of finding information on the market, customers and competitors to help design products and services. Primary and secondary market research methods and examples.</p>	
<p>Activities:</p> <ul style="list-style-type: none"> • Do Now: Examples of entrepreneurial skills and characteristics and identify those that are a skill and those that are a characteristic. What is B2B? What is unlimited liability? • Frayer - Market research - Will define what market research is, the difference between primary and secondary market research and example of primary and secondary research that SME's can conduct 	<p>Misconceptions: A possible misconception is internet research being an example of primary research and not secondary research as it is carried out there and then, Students need to understand that all information about enterprises that are searched on the internet is secondary research</p>

- Contextual Input - Reasons why enterprises carry out market research. Define primary and secondary market research.
- Student application: Explain benefits and drawbacks of different types of primary and secondary research.
- Contextual Input - Quantitative and qualitative data
- Student application: MWB different examples of market research and identify which is quantitative or qualitative data, cold call.
- Exit Ticket: Examples of primary and secondary research

Check for understanding opportunities:

Do Now - Examples of entrepreneurial skills and characteristics, B2B, unlimited liability.

Context - Benefits and drawbacks of different primary and secondary market research, students enter information into table

Context - Low stakes quiz on MWB examples of quantitative and qualitative data.

Exit Ticket: Types of data. Benefits and drawbacks of primary and secondary market research

Marking point? N

Lesson 8

Lesson title: Understanding customer needs and understanding competitor behaviour?

Lesson purpose: To help learners understand the different market research methods used by enterprises and their importance in understanding customer needs and competitor behaviour.

What's coming up: This lesson will allow us to apply the knowledge to understand why enterprises conduct market research in gathering information about customers and competitors.

Big picture: Understanding that successful enterprises will conduct quantitative and qualitative market research so they can identify their target market and produce goods and services that meet the needs of their target market. It also helps them gain a competitive advantage over their competitors



Key knowledge

- The importance of the information that primary and secondary market research methods can provide about customers.
- Understand how market research helps enterprises produce goods and services to meet the needs of their target market
- Understanding competitor behaviour
- Understanding how market research helps an enterprise identify features of their competitors.

Frayer and Rigorous Reading**Frayer - Competitors - a business which sells the same product in the same market as another business****Activities:**

- Do Now: Explain primary research with an example, examples of research and state which is qualitative or quantitative data. What is an entrepreneur?
- Frayer - Competitors
- Contextual Input - What are customer needs? Understanding the market by anticipating and identifying customer needs and adapting different products to meet customer needs
- Student application: Task 1 - students identify the types of market research used by SME's, using examples of businesses on line
- Contextual Input - What are competitors? Understanding competitor behaviour and how SME's produce products that are different from competitors. Identify features of the competitors
- Student application: Select a SME and identify its competitors and what makes the competitors' products similar and different to the SME. Written task.
- Exit Ticket: Examples of secondary research, difference between a product and service.

Misconceptions:**Check for understanding opportunities:****Do Now - Primary research, examples of primary research, qualitative or quantitative data. What is an entrepreneur?****Context - Customer needs, students identify different products for different customer needs and target markets****Context - Students identify different competitors for SMEs.****Exit Ticket: Advantages and disadvantages of different types of market research****Marking point? N**

Lesson 9

Lesson title: Suitability of market research methods and investigate a business

Lesson purpose: The purpose of this lesson is to teach students how suitable market research methods are used by enterprises and to assess student understanding for their controlled assessment

What's coming up: This will prepare students for their assessment as they will answer questions on a SME similar to those set by exam board.

Big picture: this lesson is important to help students understand the possible information they will need to provide and analyse for their upcoming controlled assessment. It will give students an understanding of how entrepreneurial skills and characteristics, aims of a SME and appropriate market research help make a SME successful.

Key knowledge

- Students explain how suitable market research methods help enterprises find out about their customers and competitors and how alternative methods of market research may also be undertaken by enterprises.
- Understand the impact of activities carried out by an enterprise
- Understand the impact of the skills and characteristics of an entrepreneur and the success on the SME
- Understand how market research methods used by the SME help it meet the needs of their customers and understand competitor behaviour.

Frayer and Rigorous Reading

Frayer - Business Sectors - B2B, B2C. Can either provide products (tangible) or services (intangible). Different models bricks and clicks and flips and e-commerce. SME's can either be profit or non-profit

Rigorous Reading - Case study on Quantum Darts (exemplar business) and comprehension questions

Activities:

- Do Now: What is an aim? What is an entrepreneurial skill and characteristic? What is primary research with an example? What is secondary research with an example?
- Frayer - Business sectors
- Contextual input - Identify how market research methods are suitable for different types of SME's
- Rigorous Reading - Read an exemplar case study on a SME with the class - ensure pupils have a copy of the case study and comprehension questions based on the case study. Encourage students to make notes in their booklet whilst reading. Students answer comprehension questions
- Contextual input - Understand the content and structure of a report on a SME.

Misconceptions:

Students to understand the difference between a skill and a characteristic, student's often think they are the same aspect of an entrepreneur.

A skill is the ability to perform an action well e.g. interpersonal, problem solving and time management. A characteristic is a quality that a person has that makes them good or not so good at doing something e.g. focus, passion, confidence.



<ul style="list-style-type: none"> • Student application: Students answer questions on case study. • Exit Ticket: N/A comprehension questions 	
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Check for understanding opportunities:
Do Now - Aims, Entrepreneurs, market research methods
Context - Market research methods used by SME's and alternative methods SME's can use.
Context - Students answer questions on an enterprise that helps prepare them to complete their controlled assignment

Marking point? Y

Lesson 10
Lesson title: Situational Analysis - PEST

Lesson purpose: This lesson aims to teach students that external factors can effect SMEs such as Political, Economic, Social and Technological (PEST)
What's coming up: This will allow students to understand how SME's need to adapt to aspects outside of their control in order to survive
Big picture: Will understand that the dynamic economic climate affects all enterprises and individuals.

Key knowledge

- What is PEST?
- How do SMEs adapt because of external factors such as PEST

Frayer and Rigorous Reading
Frayer - PEST - Political, Economic, Social, Technological. External factor that enterprises cannot change but have to respond to and change in order to survive. Examples are political increase in minimum wage, changes in unemployment levels.



<p>Activities:</p> <ul style="list-style-type: none"> • Do Now: What is a service? Give an example of a service enterprise. Give an advantage of a focus group. What is quantitative data? • Frayer - PEST • Contextual input - What does PEST stand for. Research the impact of PEST on an enterprise. • Student application: Research and explain how SMEs respond to PEST • Contextual input - Examples of different PEST and impact on enterprises e.g. increase in unemployment. • Student application: WD, YD, different scenarios, students write their responses in their booklet • Exit Ticket: Which is not an external constraint, what does recession mean? 	<p>Misconceptions:</p> <p>Learners not fully understanding that external constraints are aspects that enterprises have no control over but have to adapt to in order to survive in a dynamic changing business environment.</p>
<p>Check for understanding opportunities:</p> <ul style="list-style-type: none"> • Do Now: What is a service? Give an example of a service enterprise. Give an advantage of a focus group. What is quantitative data? • Context - Written notes on how SMEs respond to PEST. 	
<p>Marking point? N</p>	

<p>Lesson 11</p>
<p>Lesson title: Situational Analysis - Strengths, Weaknesses, Opportunities and Threats (SWOT)</p>
<p>Lesson purpose: This lesson aims to teach students that internal and external factors can effect SMEs such as Strengths, Weaknesses, Opportunities and Threats (SWOT)</p> <p>What's coming up: This will allow students to understand how SME's need to adapt to aspects outside of their control in order to survive</p> <p>Big picture: Will understand that the dynamic economic climate affects all enterprises and individuals.</p>



Key knowledge

- What is SWOT?
- How do SMEs adapt because of internal and external factors such as SWOT

Frayer and Rigorous Reading

Frayer - SWOT, Strengths, Weaknesses, Opportunities and Threats. Internal is Strengths and Weaknesses such as excellent customer service. External is opportunities and threats are external for example a competitors opening up by an enterprise is a threat

Activities:

- Do Now: What does PEST stand for? What is an aim? What is an advantage of a limited company?
- Frayer - SWOT
- Context: Explain what SWOT is and it is both internal and external.
- Student application: Students complete a SWOT analysis for an enterprise
- Exit ticket: What does SWOT stand for? Which examples are internal and which are external

Misconceptions:

A common misconception is that unlike PEST, SWOT has both internal factors that a business controls and changes because of it as well as external factors that are out of their control but the enterprise has to change if they want to survive.

Check for understanding opportunities:

Do Now - What does PEST stand for? What is an aim? What is an advantage of a limited company?

Context - Students complete a SWOT analysis for an enterprise. Cold call their responses.

Marking point? N

Lesson 12

Lesson title: Controlled Assessment practice Task 1a – The impact of the activities carried out by the selected enterprise to its success

Lesson purpose: The purpose of this lesson is to teach students how to carry out research into an enterprise and how its activities help it meet its aims

What's coming up: This will allow students to develop practical skills necessary for conducting research into an enterprise that is required for their controlled assignment

Big picture: This lesson helps students develop their problem-solving and critical thinking skills, which are valuable beyond just the realm of school.



<p>Key knowledge</p> <ul style="list-style-type: none"> • What is an enterprise? • What is an aim? • How does specific activities carried out by an SME support it meeting its aims 	
<p>Frayer and Rigorous Reading</p> <p>Frayer - Aims</p>	
<p>Activities:</p> <ul style="list-style-type: none"> • Do Now: What is a SME? What is profit? What is a social enterprise? • Frayer - What is an Aim • Contextual input - Read task booklet and share example of what needs to be included in their notes. • Student application: Students identify the aims of the selected enterprise. • Contextual input: What activities does the business carry out and do the activities link to the aims of the enterprise. • Student application: I Do, We Do, You Do. Using case study provided the various activities carried out by the enterprises and identified. Students will explain how these activities link to the aims and help make the enterprise successful. • N/A CA practice, Judgements on how three specific activities help the enterprise be successful using show call. Using mark scheme cold call pupils to ask what they would score the task. 	<p>Misconceptions:</p> <p>Learners need to understand that they must explain what specific activity the business carries out and how this helps meets the identified aim. Learners cannot refer to the aims and the activities separately they must be linked together to meet the marking criteria.</p>
<p>Check for understanding opportunities:</p> <p>Do Now: What is a SME? What is profit? What is a social enterprise?</p> <p>Context- Written notes on the impact of each business activity in helping the enterprise to support its aims</p>	
<p>Marking point? N</p>	



Lesson 13

Lesson title: Controlled Assessment practice Task 1b The impact of the skills and characteristics of the entrepreneur associated with the enterprise.

Lesson purpose: This lesson aims to help students critically evaluate and make judgements on how the skills and characteristics of an entrepreneur helps it meet its aims

What's coming up: This lesson will enable students to identify various skills and characteristics of an entrepreneur and evaluate how each specific skill and characteristics is linked to the aims of the enterprise.

Big picture: By teaching students to make judgements on how skills and characteristics of an entrepreneur can help the enterprise be successful will allow them to be inspired into being potential entrepreneurs of the future.

Key knowledge

- Difference between a skill and a characteristic with examples
- How skills and characteristics of entrepreneur help an enterprise meets its aims

Frayer and Rigorous Reading

Frayer. Skills and characteristics.

Rigorous Reading -

Activities:

- Do Now: What is an aim? What is an entrepreneur? What is market research?
- Frayer - Skills and characteristics.
- Contextual: How does the skills and characteristics of an entrepreneur helps support the aims of the enterprise
- Student application: Write a report that identifies the skills and characteristics of an entrepreneur
- N/A CA practice, supported judgements about the impact of each of the skills and characteristics of the entrepreneurs in helping to support the aims of the enterprise.

Misconceptions:

Learners tend to be descriptive about the skills and characteristics but do not link them to the aims of the enterprise

Check for understanding opportunities:

Do Now: Skills and characteristics.

Context: Students show the link between the aims of the enterprise and how the skills and characteristics of the entrepreneur help it be successful.

Marking point? N



Lesson 13 -24

Lesson title: Component 1: Exploring Enterprises

Lesson purpose: Students to complete their controlled assessment for component 1

What's coming up: The controlled assessment and task structure is the same as the practice task from previous lessons.

Big picture: Pupils will gain valuable experience in completing their controlled assessment, which will support which component 2 controlled assessment year 11.

Key knowledge

- Task 1a – The impact of the activities carried out by the selected enterprise to its success
- Task 1b – The impact of the skills and characteristics of the entrepreneur associated with a selected enterprise to its success
- Task 2 – Market research methods
- Task 3a – PEST Analysis
- Task 3b – SWOT analysis

Frayer and Rigorous Reading - students now doing their Pearson Set controlled assessment

Activities:

- Student application - Students to complete controlled assessment tasks 1a - task 3b.
- Contextual input - Each lesson will start with a discussion about the task (Note-Do now/ frayer not to be used live assessment)

Misconceptions:

Check for understanding opportunities:

- N/A- Check for understanding can only be used at the start of a task when being introduced in the form of verbal feedback.

Marking point? Y Week 8 or 9 generic whole class feedback, week 12 final grades

Please ensure that each task is evaluated according to the scoring criteria. Marks cannot be shared with students until week 12. Task scores should be added to the tracker as each task is completed. A single, generic feedback sheet for the entire class will be provided in either week 8 or 9. Grades for week 12 will be shared after moderation, and students will have the opportunity for one resubmission in January.