| **Year 10 Term 5-6 Business** | Our mission is to stimulate and challenge our students to excel and provide a desire for lifelong learning and pursue careers in the world of Business, Computing, and ICT. | | | | | |
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| **Enquiry Questions: How did Kevin Systrom and Mike Krieger come up with the idea for Instagram?** | | | | | | |
| **Component 2: Planning and Presenting a Micro-Enterprise Idea**  In this unit, you will develop your knowledge and understanding of the skills required to plan for a micro-enterprise idea. | | | | | | |
| **Knowledge**  Students will know about… | **Application/Skills**  Students will be able to… | **Vocabulary** | **Home Learning** | **Assessment** | **Extra Resources**  **Extended Reading** | **Cultural Capital** |
| 1. Choosing ideas for a micro-enterprise 2. Plan for a micro-enterprise | Shortlist potential ideas for a micro-enterprise.  Identify the aims, product, pricing, methods of promotion, target market, resources required for a micro-enterprise idea as well as assessing the viability of this via a risk assessment and review of financial information. | * Gaps in the market * Innovation * Social trader * Social enterprise * Financial aims * Non-financial aims * USP * Cost of production * Pricing, including: cost-plus/mark-up, competitive, skimming, penetration, premium * Promotion * Target market and market segmentation * Sources of finance * Human resources * Break-even analysis, cash-flow forecast, income statement * Risk assessment | Knowledge- based questions  Seneca – to consolidate learning. | Mock assessment style questions.  Completing coursework: deadlines for coursework submissions as per assessment plans | BBC News  Economist  City AM newspaper  Financial Times | Micro-enterprises make up 99% of businesses. Explain the significance of this. |