| **Year 10 Term 1 - 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: Do all new start-ups make a profit in the first year of trading?** | | | | | | |
| **Component 1: Exploring Enterprises**  In this unit, you will explore different enterprises - developing your understanding of the characteristics of enterprises and the skills needed by entrepreneurs to be successful. You will explore different methods of market research. | | | | | | |
| **Knowledge**  Students will know about… | **Application/Skills**  Students will be able to… | **Vocabulary** | **Home Learning** | **Assessment** | **Extra Resources**  **Extended Reading** | **Cultural Capital** |
| 1. Size and features of SMEs, including types of business ownerships 2. Markets, sectors, models and industries in which enterprises operate 3. Aims and activities of enterprises 4. Skills and characteristics of entrepreneurs 5. Market research methods 6. Understanding customer needs | Knowledge and understanding of the skills and characteristics of the specific entrepreneur(s).  Judgements about the impact of the skills and characteristics of the specific entrepreneur(s) in helping to support the aims of the selected enterprise.  Knowledge and understanding of the primary and secondary market research methods. | * SME * Sole trader, * partnership * Limited liability partnership, * LTD * Social enterprises * B2B * B2C * Goods vs services * Bricks, clicks and flips, * E-commerce * Aims and objectives * Entrepreneurs * Primary and secondary market research * Quantitative and Qualitative research * Needs and wants * Adding value | Knowledge- based questions  Seneca – to consolidate learning. | Mock assessment style questions.  Completing assignment: deadlines for submissions as per assessment plans | BBC News  Economist  City AM newspaper  Financial Times | How would the aims and objectives differ between a social enterprise, such as Cancer research, and a private sector firm, such as Debenhams? |