| **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. |
| --- | --- |
| **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 questionsSeneca – to consolidate learning. | Mock assessment style questions.Completing coursework: deadlines for coursework submissions as per assessment plans  | BBC NewsEconomistCity AM newspaperFinancial Times  | Micro-enterprises make up 99% of businesses. Explain the significance of this.  |