

## Enterprise

At KS4, we follow a two-year BTEC Enterprise program. The qualification enables learners to develop their technical skills, such as market research, planning, promotional and financial skills using realistic work scenarios, and personal skills, (such as monitoring own performance, time management and problem solving) through a practical and skills-based approach to learning and assessment.

In component 1 - Learners will examine different local enterprises to develop their knowledge and understanding of the characteristics of enterprises and the skills needed by entrepreneurs.

In component 2 - Learners will individually select an idea for a micro-enterprise activity to plan and pitch. They will individually pitch their business plan for their idea to an audience and then use the feedback to review their plan and pitch.

In component 2 - Learners will explore the different promotional methods used by enterprises and the factors that influence how enterprises identify and target their market. Learners will explore financial documents and how to use them to monitor and improve the performance of an enterprise in order to make decisions and recommend strategies for success.

Throughout KS4 we provide opportunities for trips to see a business in its practical environment.

Our curriculum at KS4 is as follows:

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| Year 10   |
| Component 2 - Planning for and Pitching an Enterprise Activity<br>Component 1 - Exploring Enterprises |
| Year 11   |
| Component 3 - Promotion and Finance for Enterprise  |

