

Enterprise

At Key Stage 4, 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.

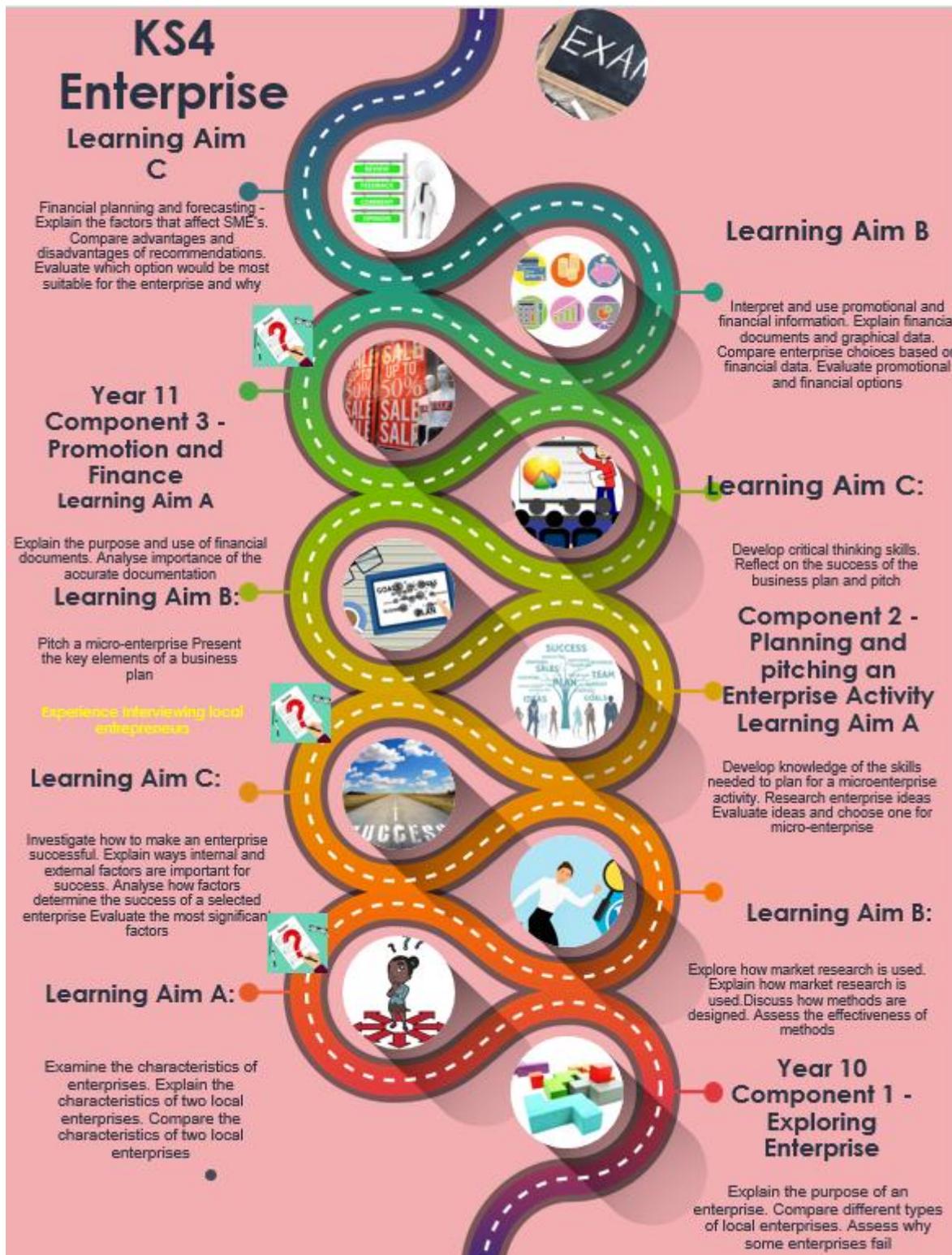
In Component 2 learners will individually select an idea for a micro-enterprise activity to plan and pitch. They will individually pitch their business plan for their idea to an audience and then use the feedback to review their plan and pitch.

In Component 3 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.

Students who study Enterprise will investigate real business opportunities, understand business activities, develop research skills. They will become independent learners but also have opportunity to work as part of a team.

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

Our Learning Journey shows how our topics build upon each other and our students experience a wide variety of themes in order to broaden their learning experience:



Our curriculum at KS4 is as follows:

Year 10

Component 1 - Exploring Enterprises

Learning Aim A - Examine the characteristics of enterprises

Learning Aim B - Explore how market research helps enterprises meet customer needs and understand competitor behaviour

Learning Aim C - Investigate the factors that contribute to the success of an enterprise

Component 2 - Planning for and Pitching an Enterprise Activity

Learning Aim A - Explore ideas and plan for a micro-enterprise activity

Learning Aim B: Pitch a micro-enterprise activity

Learning Aim C: Review own pitch for a micro-enterprise activity

Year 11

Component 3 - Promotion and Finance for Enterprise

Demonstrate knowledge and understanding of elements of promotion and financial records

Interpret and use promotional and financial information in relation to a given enterprise

Make connections between different factors influencing a given enterprise

Be able to advise and provide recommendations to a given enterprise on ways to improve its performance

Learning through Experiences in Enterprise

In order to enhance the provision of Enterprise beyond the curriculum, our students benefit from the following experiences:

- Regular talks from entrepreneurs
- Chester Zoo marketing and customer service visits
- Working with local primary schools to deliver sports day
- Running the local care home Christmas Dinner
- Competing in Investec
- The £10 Challenge

