YEAR 10 ENTERPRISE CURRICULUM PROGRESSION OVERVIEW

Subject Curriculum Intent:

	Autumn Term 1	Autumn Term 2	Spring Term 1	Spring Term 2 and Summer Term 1	Summer Term 2
Theme					
Topic	Component 1: Exploring Enterprises LOA Understand how and why enterprises and entrepreneurs are successful	Component 1: Exploring Enterprises LOB Understand customer needs and competitor behaviour through market research	Component 1: Exploring Enterprises LOC Understand how the outcomes of situational analyses may affect enterprises	Component 2: Planning and Presenting a Micro-Enterprise Idea LOA Plan for a micro-enterprise	Component 2: Planning and Presenting a Micro-Enterprise Idea LOB Present a micro-enterprise idea
Links to prior learning	Learners can draw on knowledge and skills from GCSEs, particularly in applying academic knowledge to everyday and work contexts. Basic understanding of different types of businesses (e.g., small local shops, online businesses) from general life experience. Awareness of key skills in other subjects that involve planning, problem-solving, and communication.	Basic understanding of data collection and interpretation from subjects like Mathematics or Science (e.g., surveys, charts, graphs). Skills in asking questions and gathering information from general inquiry and other subjects.	General understanding of cause and effect relationships. Basic awareness of factors that might influence businesses from news or personal observations.	Knowledge from Component 1 on types of enterprises, market research, and situational analysis. Skills in planning and organizing from various school projects or personal experiences. Basic financial literacy from Mathematics (e.g., calculating costs, prices).	Communication and presentation skills developed across various subjects. Use of IT and presentation software (e.g., PowerPoint) from Digital Literacy or other subjects.

Substantive knowledge headlines	Size and features of Small and Medium-sized Enterprises (SMEs), including micro (up to 10 staff), small (11-49 staff), and medium (50-249 staff). Types of profit-making enterprises: sole trader, partnership, Limited Liability Partnership (LLP), Ltd, and social enterprises that reinvest profits. Features of SMEs: run by single individuals or small teams, physical and/or online operations, sole employment or side hustle, existence in various economic sectors. Different markets (Business to Business (B2B), Business to Customer (B2C)), sectors (goods, services), and models (bricks and clicks and flips, e-commerce). Aims of enterprises: making profit, survival, breaking-even, expansion, maximizing sales, environmental friendliness, ethical practices, customer satisfaction, social service. Impact of enterprise activities on aims: developing goods/services for market changes, attracting/retaining customers, managing resources (finance, people, technology).	Importance of market research for understanding customer needs and competitor behavior. Methods of market research (primary and secondary). Interpretation of market research findings to inform business decisions.	Impact of internal factors (e.g., resources, staffing, management) on enterprises. Impact of external factors (e.g., PEST factors - Political, Economic, Social, Technological) on enterprises. Using situational analyses (e.g., SWOT - Strengths, Weaknesses, Opportunities, Threats) to support decision-making.	Choosing ideas for a micro-enterprise. Ownership types for a micro-enterprise. Features and pricing of products/services. Identifying the target market. Resources required (e.g., human, physical, financial). Financial information (e.g., start-up costs, revenue, profit projections). Risk assessment for the micro-enterprise. Viability of the plan.	Production of a presentation. Delivery of the presentation. Responding to questions during a presentation. Reflecting on own communication skills
Disciplinary knowledge headlines	Researching and identifying different types and sizes of enterprises. Analysing the characteristics and skills of entrepreneurs. Evaluating the success of enterprises based on their aims and activities. Applying understanding of market structures and business models to real-world examples.	Conducting primary and secondary market research. Analysing and interpreting qualitative and quantitative data from market research. Making recommendations for improvements to market research methods.	Analysing internal and external factors affecting enterprises. Applying PEST and SWOT analyses to real-world scenarios. Making supported judgments on the potential positive and negative impacts of these factors. Identifying actions an enterprise could take based on situational analysis.	Developing a comprehensive business plan for a micro-enterprise. Conducting further market research specific to their micro-enterprise idea. Creating a pricing strategy for a product or service. Forecasting financial outcomes and assessing financial viability. Identifying and mitigating potential risks.	Structuring and creating an effective presentation to communicate a business idea. Delivering a presentation confidently and clearly. Responding to questions and defending the business plan. Self-reflecting on communication and presentation performance.

Links to knowledge in future units	Concepts of profit, break-even, and financial management will be expanded upon in Component 3: Marketing and Finance for Enterprise. Understanding business aims and activities directly feeds into Component 2: Planning and Presenting a Micro-Enterprise Idea.	Market research skills are crucial for Component 2: Planning and Presenting a Micro-Enterprise Idea, specifically in identifying target markets and developing. Understanding customer needs and competitor behavior directly links to marketing strategies in Component 3: Marketing and Finance for Enterprise product features	Situational analysis, particularly SWOT, is directly applied in Component 2 when planning a micro-enterprise. Understanding external factors (PEST) provides a foundation for developing marketing and financial strategies in Component 3.	Financial planning and pricing directly link to Component 3: Marketing and Finance for Enterprise. Understanding the target market is essential for developing marketing strategies in Component 3.	Presentation skills are transferable and can be applied in various academic and professional contexts beyond this qualification.
Key vocabulary	Enterprise ,Entrepreneur ,SME (Small and Medium-sized Enterprise) ,Micro enterprise ,Sole trader ,Partnership ,Limited Liability Partnership (LLP) ,Ltd (Private Limited Company) ,Social enterprise ,B2B (Business to Business) ,B2C (Business to Customer) ,Goods ,Services ,Bricks and clicks ,E-commerce ,Profit ,Break-even ,Market ,Sector ,Industry	Market research, Customer needs, Competitor behaviour, Primary research, Secondary research, Qualitative data, Quantitative data	Situational analysis, Internal factors, External factors, SWOT analysis (Strengths, Weaknesses, Opportunities, Threats), PEST factors (Political, Economic, Social, Technological), Strengths, Weaknesses, Opportunities,Threats	Micro-enterprise, Business plan, Ownership (e.g., sole trader, partnership), Aims, Objectives, Product, Service, Pricing, Target market, Resources, Financial information, Revenue, Costs, Profit projections, Risk assessment, Viability	Presentation, Communication skills, Public speaking ,Reflective practice