GRACE COLLEGE Curriculum Outline KS4

Enterprise

Enterprise Curriculum intent		
The Enterprise curriculum provides students with the opportunity to develop a broad knowledge and understanding of enterprise and the role of the entrepreneur. Students will be able to develop their transferable skills, such as researching, planning, making decisions and judgements. They will develop the ability to explore financial literacy using realistic vocational contexts whilst developing personal skills, such as creativity and innovation, time management, reviewing, communication. A core aim of the curriculum is to support students in their planning, which they will achieve through a practical and skills-based approach to learning and assessment.		
Enterprise Curriculum Overview		
Component 1 (completed in Y10)	**Component 2 (completed Y10)**	**Component 3 (completed in Y11)**
Exploring Enterprises (Internal Assessment)	Planning and Presenting a Micro-Enterprise Idea (Internal Assessment)	Marketing and Finance for Enterprise (External Assessment)
Key Question		
How and why enterprises and entrepreneurs are successful?	How do you plan and pitch a successful enterprise idea and what factors do you need to consider?	How do enterprises use marketing and finance to become successful?
Key Vocabulary		
1. SME's 2. Business Aims 3. Skills and characteristics 4. Market Research 5. PEST 6. SWOT	1. Business plan 2. Innovation 3. Pricing strategies 4. Break Even 5. Risk Assessment 6. Viability	1. Market segment 2. Marketing mix 3. Revenue 4. Costs (startup, running, fixed and variable) 5. Profitability 6. Cash flow