

## DAGENHAM PARK SUBJECT CURRICULUM

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Subject	Enterprise
Year Group	Year 10 BTEC
Overview	<p>The Level 1/2 BTEC Tech Award in ENTERPRISE consists of 2 internally assessed components (coursework completed in Year 10) and an externally assessed component (exam completed in February)</p>
<p><b>Autumn Half term 1</b></p> <p><b>Autumn Half term 2</b></p> <p><b>Spring Half term 1</b></p>	<p>During this period, pupils will complete <b>component 1</b> of the course entitled “<b>Exploring Enterprise</b>” where they have the opportunity to develop knowledge and understanding of the different types of enterprise and their ownership, looking at the characteristics of small and medium enterprises (SMEs) and entrepreneurs with reasons for starting up their enterprises.</p> <p>Pupils will understand the importance of having a clear focus on the customer and the importance of meeting their needs.</p> <p>It is important for learners to develop relevant skills in market research and to analyse and be able to interpret findings to support the understanding of customers and competitors.</p> <p>They will also explore why enterprises are successful, looking at the impact of factors both inside and outside the control of the enterprise, and investigate ways in which situational analysis can be used to support decision making.</p> <p>Pupils will use all of this to complete an assignment which will form part of their final grade.</p>
<p><b>Spring Half Term 2</b></p> <p><b>Summer Half Term 1</b></p> <p><b>Summer Half Term 2</b></p>	<p>In the second half of the year another assignment will be completed; <b>Component 2: Planning for and Running an Enterprise.</b></p> <p>In this component, pupils will use the research knowledge gained from Component 1 to develop a viable micro-enterprise idea.</p> <p>During this period pupils will learn about sources of finance, start-up costs and how an enterprise forecasts their finances. Pupils have the opportunity to plan how best to set up the enterprise and how to fund it. Learners will pitch their developed idea and comment on the ideas of others.</p> <p>They will develop their own leadership and problem-solving skills as well as creativity and independence as pupils may face issues that perhaps had not been foreseen at the planning stage.</p>

	In the final part of the component, pupils can reflect on their learning and identify how the experience relates to the requirements of enterprise more generally.
<b>Homework</b>	
<b>Homework</b>	<b>Pupils will work continuously towards producing work to support the component assignment.</b>
<b>Useful Resources</b>	
<b>Useful Resources</b>	<b>SharePoint Tutor2U Businessstudiesonline</b>