**Curriculum Overview for Enterprise**

**Year 10**

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| **Half Term 1: Component 1, Learning Outcome A**  **Substantive Knowledge:**  Sizes and features of SMEs  Sectors  Business models  Aims and objectives of enterprises  Skills and characteristics of entrepreneurs.  **Disciplinary Knowledge:**  Analysing case studies  Application of the learning outcome content to a sample task. | Books | Skim and Scan of source information  Introduction of key terms through syllabification |
| Speech | Enterprise, business, sector, model, aim, objective, skill characteristic, entrepreneurs |
| Checklist RTL | Sample task to apply learning outcome A in preparation for formal, external assessment window. |
| Home | Revision of substantive knowledge in preparation for sample task. |
| **Half Term 2: Component 1, Learning Outcome B**  **Substantive Knowledge:**  Market research  Understanding customer needs  Competitor behaviour  Suitability of market research methods  **Disciplinary Knowledge:**  Analysing case studies  Application of the learning outcome content to a sample task. | Books | Skim and Scan of source information  Introduction of key terms through syllabification |
| Speech | Market, customer, competitor, market research |
| Checklist RTL | Sample task to apply learning outcome A in preparation for formal, external assessment window. |
| Home | Revision of substantive knowledge in preparation for sample task. |