



Curriculum Overview for Enterprise Year 10

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