



Learning Journey Map Year 10

Moderation takes place end of April/ early May

Move on to Year 11

YEAR 10

LO C- Review the presentation of the micro enterprise idea to meet specific requirements
C2- C1 Review of the presentation

Skills
Critical thinking skills as learners will be required to review and reflect on the success of the production and delivery of the presentation.

To use evidence and make recommendations for improvement,

Skills taught across Enterprise

- Research and development
- Data analysis
- Interpretations of market research results
- Communication – Verbal and non-verbal
- Presentation skills
- Planning skills
- Organisation skills
- Time management skills
- Evaluative skills
- Budgeting
- Financial awareness

YEAR 10

LO A- Component 2: Choose an idea and produce a plan for a micro enterprise
C2-A1- Choosing an idea for a micro enterprise
C2-A2- Plan for a micro enterprise

Skills
Technical skills- using PowerPoint
Researching the internet
Being selective of evidence
Budgeting
Planning
Evaluation of personal performance
Presentation skills- Interpersonal, verbal, and non-verbal communication
Justification of idea chosen
Speaking to an audience

LO B- Present a plan for the micro enterprise idea to meet specific requirements
C2-B1- Production of presentation
C2- B2- Delivery of presentations

Assessment.

The style of assessment for this course promotes deep learning through ensuring connections between knowledge and practice.

LO- Component 1 Learning Aim C- Investigate the internal and external factors that contribute to the success of an enterprise.

C1-C1- PEST analysis (political, economic, social, technological factors)
C1-C2- SWOT analysis. (Strengths, weaknesses, opportunities, threats)

Skills:

Analysis of information to determine importance.
Evaluation of results to be able to advise and SME on strategy.
Inference of data collected using primary and secondary research.
Interpretation of research and development.
Using research to respond to a brief

Moderation takes place end of December/ early January

YEAR 10

LO- Component 1 Learning Aim B: Explore how market research helps meet customer needs and understand competitive behaviour.

C1-B1- Market research methods
C1- B2 - Understanding customer needs
C1- B3 -Understanding competitive behaviour
C1- B4- Suitability of market research methods

Skills:
Develop primary and secondary Research skills for applications.
Using new technology
Inference of information
Application of knowledge and understanding of conducted research
Analysis of quantitative and qualitative data.
Presenting data in different formats

LO- Component 1 Learning aim A: Examine the characteristics of enterprise
C1-A1- Size and Features of SME's
C1-A2- Sectors and Industry
C1-A3 – Aims and Objectives
C1-A4- Skills and Characteristics

Skills:
Develop primary and secondary Research skills
Planning and organisation of learning
Time management
Report writing
Communication in the external environment
Analysis of research for applications

YEAR 10

Curriculum Overview

Component 1

A.	Task 1a	The impact of the activities carried out by the selected enterprise to its success. Understand how and why enterprises and entrepreneurs are successful.	12 marks
	Task 1b	Entrepreneurial skills and characteristics: Understand how and why enterprises and entrepreneurs are successful.	12 marks
B.	Task 2	Market research methods: Understand customer needs and competitive behaviour through market research	12 marks
C.	Task 3a	PEST analysis: Understand how the outcomes of situational analyses may affect enterprises.	12 marks
	Task 3b	SWOT analysis: Understand how the outcomes of situational analyses may affect enterprises.	12 marks

Component 2

A.	Task 1a	Choosing an idea: Choose an idea and produce a plan for micro-enterprise idea.	12 marks
	Task 1b	Planning a chosen micro-enterprise idea (aims, features, pricing, promotion and resources): Choose an idea and produce a plan for a micro-enterprise idea.	12 marks
	Task 1b	Presenting your business plan (financial planning, forecasting and records): Present a plan for the micro-enterprise idea to meet specific requirements.	12 marks
B.	Task 2a	Presenting your business plan (financial planning, forecasting and records): Present a plan for the micro-enterprise idea to meet specific requirements.	12 marks
C.	Task 2b	Reviewing the presentation: Review the presentation of the micro-enterprise idea to meet specific requirements.	12 marks