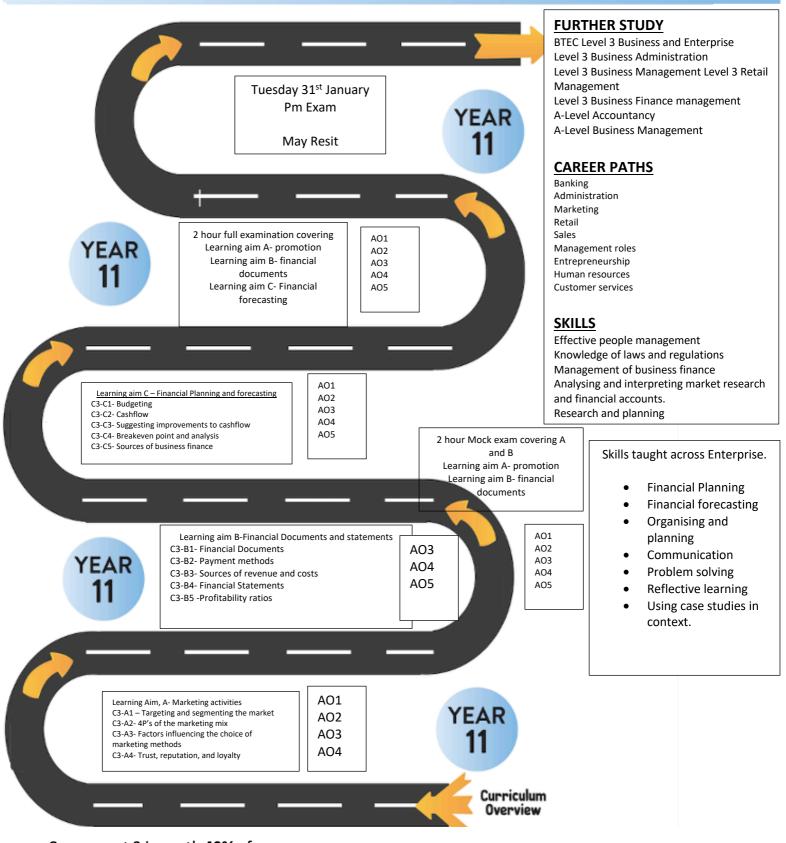
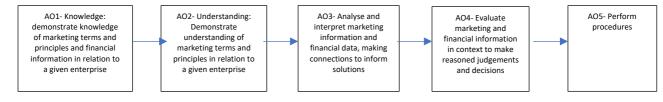
Learning Journey Map Year 11



- Component 3 is worth 40% of your course.
- It will involve 48 GLH (guided learning hours) of teaching
- The component will end with an **exam**, which will be marked out of **60 marks**.
- The marks you achieve will be converted into a grade eg: U/P/M/D (not D* that can only be achieved overall).





Learning Journey Map Year 10

Moderation takes place end of April/early May

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

requirements

C2- C1 Review of the presentation

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.

YEAR

Year 11

Move on to

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

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

LO B- Present a plan for the micro enterprise

odea to meet specific requirements C2-B1- Production of presentation C2- B2- Delivery of presentations

Budgeting Planning Evaluation of personal performance

Presentation skills- Interpersonal, verbal, and nonverbal communication

Technical skills- using PowerPoint

Researching the internet Being selective of evidence

Justification of idea chosen

Speaking to an audience

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

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

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 res Interpretation of research and development. Using research to respond to a brief

Assessment.

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

Moderation takes place end of December/ early January

YEAR

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

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

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

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

Curriculum Overview 0

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
В.	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
В.	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