

# St Cuthbert Mayne School Curriculum Map



## Department: Business & Enterprise

### Year 10

The Award gives learners the opportunity to develop sector-specific knowledge and skills in a practical learning environment. The main focus is on the knowledge, understanding and skills required to research, set up, run, review and monitor an enterprise that includes:

- Development of key skills that prove aptitude in planning and carrying out an enterprise activity, including market research, planning, carrying out financial transactions, communication and problem solving
- Knowledge that underpins effective use of skills, such as the features and characteristics of enterprises and entrepreneurs, and the internal and external factors that can affect the performance of an enterprise
- Attitudes and ways of working that are considered most important for enterprise, including communicating and interacting with customers, monitoring and reflecting on performance of enterprise and own use of skills.

This Award complements the learning in other GCSE programmes such as GCSE Business. It requires learners to apply their knowledge in practical ways, through activities that will enable them to develop their ideas, for example researching an idea for a small enterprise.

<b>Year 10 Autumn Term 1</b>	
<b>Topic/Unit</b>	Component 1: Exploring Enterprises
<b>Knowledge (Content covered)</b>	Learning Aims: A1 Size and features of SMEs A2 Sectors and business models in which enterprises operate A3 Aims and activities of enterprises A4 Skills and characteristics of entrepreneurs B1 Market research methods B2 Understanding customer needs
<b>Skills</b>	<ul style="list-style-type: none"> <li>● Strong communication skills (oral and written)</li> <li>● Analytical and critical thinking</li> <li>● Problem solving Decision making</li> <li>● Logical thinking Presentation and report writing skills</li> <li>● Numeracy and an understanding of how to interpret and use financial data</li> <li>● Self-motivation, initiative and effective time management</li> </ul>
<b>Assessment</b>	Assessment will be through Formative Home Learnings & Mock Assignments
<b>Gatsby 4 (Linking curriculum learning to careers)</b> <a href="#">GATSBY BENCHMARK 4</a>	The overriding theme to Component 1 is looking at the role of Professional Manager and the transferable skills that managers have regardless of the sector that they work in. This work is supported using <a href="http://www.Careerpilot.org.uk">www.Careerpilot.org.uk</a>

## Year 10 Spring

### Term 2

Topic/Unit	Component 1: Exploring Enterprises
<b>Knowledge (Content covered)</b>	Learning Aims B3 Understanding competitor behaviour B4 Suitability of market research methods C1 PEST (Political, Economic, Social, Technological) analysis C2 SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis
<b>Skills</b>	<ul style="list-style-type: none"><li>● Strong communication skills (oral and written)</li><li>● Analytical and critical thinking</li><li>● Problem solving Decision making</li><li>● Logical thinking Presentation and report writing skills</li><li>● Numeracy and an understanding of how to interpret and use financial data</li><li>● Self-motivation, initiative and effective time management</li></ul>
<b>Assessment</b>	Assessment will be through Formative Home Learnings & Mock Assignments and the Summatively with a Pearson set assignment.
<b>Gatsby 4 (Linking curriculum learning to careers)</b> <a href="#">GATSBY BENCHMARK 4</a>	The overriding theme to Component 1 is looking at the role of Professional Manager and the transferable skills that managers have regardless of the sector that they work in. This work is supported using <a href="http://www.Careerpilot.org.uk">www.Careerpilot.org.uk</a>

**Year 10 Summer  
Term 3**

<b>Topic/Unit</b>	Component 2: Planning and Presenting a Micro-Enterprise Idea
<b>Knowledge (Content covered)</b>	Learning Aim A1 Choosing ideas for a micro-enterprise A2 Plan for a micro-enterprise B1 Production of presentation B2 Delivery of presentation
<b>Skills</b>	<ul style="list-style-type: none"><li>● Strong communication skills (oral and written)</li><li>● Analytical and critical thinking</li><li>● Problem solving Decision making</li><li>● Logical thinking Presentation and report writing skills</li><li>● Numeracy and an understanding of how to interpret and use financial data</li><li>● Self-motivation, initiative and effective time management</li></ul>
<b>Assessment</b>	Assessment will be through Formative Home Learnings & Mock Assignments and the Summatively with a Pearson set assignment.
<b>Gatsby 4 (Linking curriculum learning to careers)</b> <a href="#">GATSBY BENCHMARK 4</a>	The overriding theme to Component 1 is looking at the role of Professional Manager and the transferable skills that managers have regardless of the sector that they work in. This work is supported using <a href="http://www.Careerpilot.org.uk">www.Careerpilot.org.uk</a>