



HALF TERM 1.1 Sep - Oct	Learning Aim A	Learning Aim A	Learning Aim A	Learning Aim A
TOPIC (S)	A1: What is an enterprise	A2 Types and Characteristics of SME	A3 The purpose of enterprises	A4 Entrepreneurs
Knowledge & Skills development	Be able to explain what an enterprise is and how are they successful Definition of SME Characteristics of SME Describe the aims of an enterprise and the pressures they face Discuss the types of products and services they offer What are the characteristics of an entrepreneurs Skills for success			
Assessment / Feedback Opportunities	Classroom activity - Class Discussion - Questioning pupils – verbal feedback – CW assessment			
Cultural Capital	<ul style="list-style-type: none"> • Understanding of entrepreneurs • Characteristics to be successful in business • How to develop own business 			
SMSC / Promoting British Values (Democracy, Liberty, Rule of Law, Tolerance & Respect)	<ul style="list-style-type: none"> • Listening to others • Responding suitable in discussions • Taking part in group activities 			
Reading opportunities	Self-Made: Definitive guide to business startup success The new business road test Brand Brilliance 100 things successful people do Any autobiography from successful entrepreneur (Steve Jobs, Arianna Huffington, Richard Branson, Warren Buffett, Bill Gates, Duncan Bannatyne)			
Key Vocabulary	Goods – Services – Enterprises – Competition – Customers – retaining – Customer service – Reputation – Innovation – Micro – Small – Medium – Sole trader – Partnership – Ltd – Profit – Surviving – Expanding – Maximising Sales – Characteristics – Interpersonal – Communication			
Digital Literacy	Use of technology Digital research methods Use of range of software			
Careers	Business adviser – Business analyst – Business development manager – Entrepreneur			