



MAGHULL HIGH SCHOOL – CURRICULUM MAP

HALF TERM 1.2 Nov - Dec	Component 1 Learning Aim: B	Component 1 Learning Aim B	Component 1 Learning Aim B	Component 1 Learning Aim C	Component 1 Learning Aim C
TOPIC (S)	Customer needs	B3 Understanding competitors	B3 Understanding competitors	C1 Internal factors	C2 External factors
Knowledge & Skills development	Understand the importance of anticipating and identifying customer needs	Be able to explain the different types of market research business use	Assess how enterprises adapt and understand competitor behaviour	Evaluate how internal factors contribute to a successful enterprise Evaluate how external factors contribute to a successful enterprise	
Assessment / Feedback Opportunities	Classroom activity - Class Discussion - Questioning pupils – verbal feedback – exam questions – end of section tests				
Cultural Capital	<ul style="list-style-type: none">• Understanding of entrepreneurs• Characteristics to be successful in business• How to develop own business• Understanding of business marketing				
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	Rapid response – After-sales care - Demographic - Qualitative – Quantitative – Primary research – Secondary research – Competitors – USP Market – Customer satisfaction – Marketing – SWOT – PEST – Market share				
Digital Literacy	Use of technology Digital research methods Use of range of software				
Careers	Business adviser – Business analyst – Business development manager – Entrepreneur				