Planning for and pitching an enterprise activity

## MAGHULL HIGH SCHOOL – CURRICULUM MAP



TOPIC (S)   Learning Aim A Recap   PSA - Note Creation   PSA - Assessment	HALF TERM 1.1 Sep - Oct	Component 2	Component 2	Component 2
Identifying target market   Methods of communication   Identifying and sourcing resources   Risk assessment and contingency planning   Application of knowledge to a given scenario   Identifying and sourcing resources   Risk assessment and contingency planning   Identifying and sourcing resources   Identifying and sourcing resources   Risk assessment   Feedback   Classroom activity - Class Discussion - Questioning pupils - verbal feedback   Coursework	-	Learning Aim A Recap	PSA – Note Creation	PSA - Assessment
Identifying target market   Methods of communication   Identifying and sourcing resources   Risk assessment and contingency planning   Application of knowledge to a given scenario   Identifying and sourcing resources   Risk assessment and contingency planning   Identifying and sourcing resources   Identifying and sourcing resources   Risk assessment   Feedback   Classroom activity - Class Discussion - Questioning pupils - verbal feedback   Coursework				
Identifying and sourcing resources   Aims of micro-enterprise   Identifying target market   Methods of communication   Identifying target market   Methods of communication   Identifying and sourcing resources   Risk assessment and contingency planning	_	Identifying target market	Factors to be considered	Application of knowledge to a given scenario
Risk assessment and contingency planning Application of knowledge to a given scenario Methods of communication Identifying and sourcing resources Risk assessment Application of knowledge to a given scenario Identifying and sourcing resources Risk assessment and contingency planning  Assessment / Feedback Opportunities  Cultural Capital Understanding of entrepreneurs  Characteristics to be successful in business  How to develop own business  Financial planning  SMSC / Promoting British Values (Democracy, Methy, Rule of Law, Tolerance & Respect)  Reading Opportunities  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)  Innovation, context, markets, resources, financial forecast, costing, pricing, communication, promotion, customers, leadership, technical skills, practical skills, financial aims, profit, break-even, social aims, USP, selling price, competitors, market segment, target market, advertising, cost effectiveness, promotional materials, risk assessment, contingency plans, Professional behaviour, conduct, positive attitude, well-rehearsed, consideration, visual aids, body language, getures, language and tine, pace, volume, projection, formulating response				
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	Digital Literacy	Use of technology		

	Digital research methods Use of range of software	
Careers	Business adviser – Business analyst – Business development manager – Entrepreneur	