



HALF TERM 1.1 Sep - Oct	Component 2	Component 2	Component 2
TOPIC (S)	Learning Aim A Recap	PSA – Note Creation	PSA - Assessment
<b>Knowledge &amp; Skills development</b>	Aims of micro-enterprise Identifying target market Methods of communication Identifying and sourcing resources Risk assessment and contingency planning Application of knowledge to a given scenario	Ideas for a realistic micro-enterprise Factors to be considered Skills of learners to be considered Aims of micro-enterprise Identifying target market Methods of communication Identifying and sourcing resources Risk assessment and contingency planning	Application of knowledge to a given scenario
<b>Assessment / Feedback Opportunities</b>	Classroom activity - Class Discussion - Questioning pupils – verbal feedback		Coursework
<b>Cultural Capital</b>	<ul style="list-style-type: none"> <li>• Understanding of entrepreneurs</li> <li>• Characteristics to be successful in business</li> <li>• How to develop own business</li> <li>• Financial planning</li> </ul>		
<b>SMSC / Promoting British Values</b> (Democracy, Liberty, Rule of Law, Tolerance & Respect)	<ul style="list-style-type: none"> <li>• Listening to others</li> <li>• Responding suitable in discussions</li> <li>• Taking part in group activities</li> </ul>		
<b>Reading opportunities</b>	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)		
<b>Key Vocabulary</b>	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, gestures, language and tone, pace, volume, projection, formulating response		
<b>Digital Literacy</b>	Use of technology		

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