



The curriculum for this stage of students' education has been designed to examine different enterprises to develop their knowledge and understanding of the characteristics of enterprises and the skills needed by entrepreneurs. Students will have the opportunity to develop their knowledge and understanding of the different types of enterprise and their ownership, looking at the characteristics of small and medium enterprises (SMEs) and entrepreneurs with reasons for levels of success. It is important for students to develop relevant skills in market research and to analyse and be able to interpret their findings to support their understanding of customers and competitors. Students will explore why enterprises are successful, looking at the impact of factors both inside and outside the control of the enterprise, and investigate ways in which situational analysis can be used to support decision making.

HALF TERM 1: WHAT IS AN ENTERPRISE?

STUDENTS MUST KNOW:

- Types of enterprise: Micro, small and medium.
- Characteristics of SMEs: Run by a single individual or small team of people, small number of employees, type of ownership – sole trader, partnership, ltd., physical location and/or operate online.
- The purpose of enterprises - aims such: Making a profit, surviving, expanding, maximising sales, providing a voluntary or charitable service, being environmentally friendly and being ethical.
- Reasons for starting your own enterprise: To be your own boss, to pursue a hobby and flexibility.
- The mind set of entrepreneurs: Focus, passion, motivated and dedicated, inventive or innovative and adaptable.

HOW THIS WILL BE ASSESSED: Assessment of research tasks on the features of local SMEs every 2-3 weeks.

HALF TERM 2: EXPLORE HOW MARKET RESEARCH HELPS ENTERPRISES TO MEET CUSTOMER NEEDS

STUDENTS MUST KNOW:

- The importance of anticipating and identifying customer needs.
- How to identify customer expectations: Good-value products, rapid response to enquiries, clear and honest information. and after-sales service.
- Examples of how 2 businesses meet customer needs
- The ways in which different products can be linked to market segments - different kinds of customers according to: Age, gender, income, lifestyle and location.

HOW THIS WILL BE ASSESSED: Assessment of research tasks on customer needs and expectations every 2-3 weeks.

HALF TERM 3: EXPLORE HOW MARKET RESEARCH HELPS ENTERPRISES TO MEET CUSTOMER NEEDS

STUDENTS MUST KNOW:

- Types of qualitative research: Based on individual customer responses, open-ended questions.
- Types of quantitative research: Based on numerical and statistical data.
- Types and purposes of primary research: Questionnaires, visits or observation – looking at and recording how people behave in situations in a structured way, interviews or focus groups – talking to people to find out their views and experiences and surveys.
- Sources and purpose of secondary research: Online research, internet searches and government reports.

HOW THIS WILL BE ASSESSED: Assessment of research tasks on market research every 2-3 weeks.

HALF TERM 4: INVESTIGATE THE FACTORS THAT CONTRIBUTE TO THE SUCCESS OF AN ENTERPRISE

STUDENTS MUST KNOW:

- How to use situational analysis to identify how internal and external factors might affect an enterprise, to include: SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis – draws together everything that could affect the success of an enterprise, including competitive advantages and disadvantages
- How to produce a SWOT analysis for a business.

HOW THIS WILL BE ASSESSED: Assessment of research tasks set on the features of successful businesses every 2-3 weeks.

HALF TERM 5: INVESTIGATE THE FACTORS THAT CONTRIBUTE TO THE SUCCESS OF AN ENTERPRISE

STUDENTS MUST KNOW:

- The main parts of a PEST (Political, Economic, Social and Technological) analysis: Identifies all political, economic, social and technological factors that might affect an enterprise.
- Measures of success of SMEs – how far they meet business aims: Surviving, breaking even, making a profit and meeting customer needs.

HOW THIS WILL BE ASSESSED: Assessment of research tasks on the reasons why businesses are successful.

HALF TERM 5: INVESTIGATE THE FACTORS THAT CONTRIBUTE TO THE SUCCESS OF AN ENTERPRISE

STUDENTS MUST KNOW:

- The main parts of a PEST (Political, Economic, Social and Technological) analysis: Identifies all political, economic, social and technological factors that might affect an enterprise.
- Measures of success of SMEs – how far they meet business aims: Surviving, breaking even, making a profit and meeting customer needs.

HOW THIS WILL BE ASSESSED: Assessment of research tasks on the reasons why businesses are successful.

Embedding this knowledge can be supported at home by looking at examples of completed tasks on Sharepoint. The specification for this unit can be found on Sharepoint or from the web site <https://qualifications.pearson.com/en/qualifications/btec-tech-awards/enterprise.html>. Watching television programmes such as The Apprentice and Dragon's Den will improve the students' understanding of business terminology and the reasons why businesses are successful.