



The curriculum for this stage of students' education has been designed to allow Learners will individually select an idea for a micro-enterprise activity to plan and pitch. They will individually pitch their business plan for their idea to an audience and then use the feedback to review their plan and pitch. If you are going to succeed as an entrepreneur or as an innovator in business, you need to have great ideas and plan how you are going to put them into practice. Any enterprise needs to plan how it will succeed through working out how it can harness physical, financial and human resources – which means the skills that students and others bring. An entrepreneur will also have to pitch their ideas to an audience in order to secure funding.

<p><b>HALF TERM 1: GENERATING IDEAS</b> <b>STUDENTS MUST KNOW:</b> The key features of business ideas: Innovation of products/services, provision of products/services in new contexts, provision of products/services to new markets The factors to be considered when selecting final idea, e.g.: resources available, financial forecasts, costing and pricing, methods of communication and promotion, potential customers Their own skills, to consider: Leadership, personal and communication skills required, technical and practical skills required</p> <p><b>HOW THIS WILL BE ASSESSED:</b> Assessment of research tasks set by EDEXCEL every 2-3 weeks.</p>	<p><b>HALF TERM 2: PLAN FOR A MICRO ENTERPRISE</b> <b>STUDENTS MUST KNOW:</b> The aims of their micro-enterprise: Financial aims, e.g. to make a profit, to break-even, non-financial aims, e.g. customer satisfaction, social aims such as meeting a need in the community The product or service to be sold, including: Features, benefits and unique selling points, selling price, estimates of costs and competitors Market research information relevant to the idea: Market trends, tastes and fashion and size of market</p> <p><b>HOW THIS WILL BE ASSESSED:</b> Assessment of research tasks set by EDEXCEL every 2-3 weeks.</p>	<p><b>HALF TERM 3: RESOURCES AND CONTINGENCY PLANS</b> <b>STUDENTS MUST KNOW:</b> The physical resources needed: Physical resources, including location, materials, equipment, fixtures and fittings, information technology and stock The financial resources needed: Sources of finance, start-up costs, running costs and production costs/cost of sales The human resources needed: Skills and roles, possible training and development needs How to produce a risk assessment and contingency plans: Lack of skills, competitors and their actions, unexpected costs of production, sourcing resources, e.g. financial resources, suppliers of materials/stock, quality control issues, lack of customer interest</p> <p><b>HOW THIS WILL BE ASSESSED:</b> Assessment of research tasks set by EDEXCEL every 2-3 weeks.</p>
<p><b>HALF TERM 4: PITCHING A MICRO-ENTERPRISE ACTIVITY</b> <b>STUDENTS MUST KNOW:</b> The key elements of a business pitch including presentation skills: Professional behaviour and conduct of presenter, positive attitude, well-rehearsed and prepared, considerate of the needs and interests of the audience, use of visual aids, e.g. computer projection/slideshow with speaker notes, handouts for audience, clarity and legibility of text, impact of graphics and images Types of communication skills and how these can be demonstrated: Body language, gestures and eye contact, language and tone, pace, volume and projection, use of business terminology, listening, handling questions and formulating appropriate responses</p> <p><b>HOW THIS WILL BE ASSESSED:</b> Assessment of research tasks set by EDEXCEL every 2-3 weeks.</p>	<p><b>HALF TERM 5: USING FEEDBACK AND REVIEWING THE PITCH</b> <b>STUDENTS MUST KNOW:</b> The feedback from the audience on: The business content of the pitch, the presentation and communication skills demonstrated How to review of plan and personal performance, reflecting on feedback gathered from others: What went well, e.g. clear synopsis of plan, demonstration of skills, what went less well or did not go to plan, e.g. not clearly explaining plan, lack of presentation and communication skills The improvements for the business pitch by referring to the contents of the plan and their own performance</p> <p><b>HOW THIS WILL BE ASSESSED:</b> Assessment of research tasks set by EDEXCEL every 2-3 weeks.</p>	<p><b>HALF TERM 6:</b> <b>STUDENTS MUST KNOW:</b>  ALL COURSEWORK TASKS MUST BE COMPLETED AT THE END OF HALF TERM 5 FOR SUBMISSION TO THE EXAM BOARD</p> <p><b>HOW THIS WILL BE ASSESSED:</b></p>

**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.**