

Year 10 GCSE Topic 1.1 Enterprise & Entrepreneurship

LITERACY/NUMERACY: Numeracy work being done here as pupils manage business finances. Literacy being constantly developed through key terminology such as market share, risk, reward etc



PROJECT OVERVIEW

Introduction and overview to small businesses. How and why are small businesses created? Overview of key features of small businesses and recognition that small businesses operate in all economic and geographical areas.

FINAL PRODUCT / ASSESSMENT

A mid topic assessment and an end of topic assessment.

Wider reading

www.bbc.co.uk/education

www.gcsepod.com

FEEDBACK:

On-going through class-work and formative assessments.

Verbal feedback

Think pink go green guidance

PLC: SUCCESS CRITERIA (Personal Learning Checklist)

1	I can identify and explain changes in technology
	I can identify changes in what consumers want
	I can explain how new business ideas come about
2	I can understand Risk: business failure, financial loss, lack of security
	I can understand Reward: business success, profit, independence
	I can respond to risks such as business failure, financial loss and lack of security
3	I can understand the meaning of meeting customer needs
	I can segment the marketplace and match products to customer segments
4	I can suggest ways to add value to products in terms of convenience, branding and design.
	I can organize resources in business and justify my reasons.
	I can design products in line with customer needs and market research
5	I can explain the skills of an entrepreneur
	I can make business decisions to help improve performance
6	I can apply financial knowledge to improve business success

SMSC & BRITISH VALUES

Financial knowledge—social

PAC VALUES

Managing your finances—Success
Knowing how to work as a team—work ethic

CROSS CURRICULAR LINKS

- Links to economics, English and Mathematics

WK	CONTENT	OBJECTIVE
1	1.1 The dynamic nature of business: Pupils will consider: Why new business ideas come about: Changes in technology. Changes in what consumers want. Products and services becoming obsolete. How new business ideas come about: Original ideas and adapting existing products/services/ideas Students investigate a local small business. Produce a report explaining the nature of business, its resources, its customers, and evaluating why it might be successful. Collate class results and create a display of the local business environment.	GREAT– to be able to identify what consumers want GREATER– to be able to create business products, ideas to meet customer needs GREATEST– to be able to suggest ways that products and services can be adapted to meet customer needs as they change
2	A continuation of 1.1 The dynamic nature of business: Pupils will consider: Why new business ideas come about: Changes in technology. Changes in what consumers want. Products and services becoming obsolete. How new business ideas come about: Original ideas Adapting existing products/services/ideas Students investigate a local small business. Produce a report explaining the nature of business, its resources, its customers, and evaluating why it might be successful. Collate class results and create a display of the local business environment.	GREAT– to be able to identify what consumers want GREATER– to be able to create business products, ideas to meet customer needs GREATEST– to be able to suggest ways that products and services can be adapted to meet customer needs as they change
3	1.1.2 Risk and reward The impact of risk and reward on business activity: Risk: business failure, financial loss, lack of security. Reward: business success, profit, independence. Pupils will use a business example to introduce an entrepreneur – Cambridge Satchel Company. What risks does the owner of this business face? Encourage students to elicit the risks listed in the specification – business failure, financial loss, lack of security.	GREAT– to identify the risks and rewards of being in business GREATER– To be able to adapt when risks occur and contingency plan GREATEST- to suggest ways that a business can minimize risks and maximize reward

WK	CONTENT	OBJECTIVE
4	A continuation of 1.1.2 Risk and reward The impact of risk and reward on business activity: Risk: business failure, financial loss, lack of security. Reward: business success, profit, independence. Pupils will use a business example to introduce an entrepreneur – Cambridge Satchel Company. What risks does the owner of this business face? Encourage students to elicit the risks listed in the specification – business failure, financial loss, lack of security.	GREAT– to identify the risks and rewards of being in business GREATER– To be able to adapt when risks occur and contingency plan GREATEST- to suggest ways that a business can minimize risks and maximize reward
5	1.1.3 The role of business enterprise The role of business enterprise and the purpose of business activity: To produce goods or services. To meet customer needs. To add value: convenience, branding, quality, design, unique selling points. The role of entrepreneurship: An entrepreneur: organises resources, makes business decisions	GREAT - Be able to identify the components of products and services GREATER-to be able to segment the market based on product components GREATEST-to be able to design their own products/service to meet customers needs
6	A continuation of 1.1.3 The role of business enterprise The role of business enterprise and the purpose of business activity: To produce goods or services. To meet customer needs. To add value: convenience, branding, quality, design, unique selling points. The role of entrepreneurship: An entrepreneur: organises resources, makes business decisions	GREAT - Be able to identify the components of product and services GREATER-to be able to segment the market based on product components GREATEST-to be able to design their own products/service to meet customers needs