

Teaching and Learning Content: Enterprise
Year Group: 11
Spring Term – Half Term 4



Component 2 Learning Aim A
Planning for and Pitching an Enterprise Activity

Students are studying for their January exam.

Students study Generating ideas, Selecting Ideas, Skills Audit, Planning for a micro enterprise activity, Goods and services, Identifying the target market, Methods of communicating with customers, Resources required, Risk Assessment, Pitching for a micro enterprise activity.

Home Learning:

Questions have been specifically included in the relevant week's Knowledge Organiser; these are a series of questions that must be completed on a weekly basis.

Key Questions:

- How can we generate ideas for an enterprise?
- How can we select an idea from a range?
- What is a skills audit and how do we complete one?
- How do we plan for a micro enterprise activity?
- What is the difference between goods and services?
- How can we identify our target market?
- What are the different methods enterprises use to communicate to customers?
- What is a risk assessment and why do we complete them?
- How can we effectively pitch our enterprise?

Diagnosis

- Retrieval activities

Therapy

- Sharing model responses
- Peer to peer support
- Intervention in class and after school

Students will:

- Be able to generate a range of ideas for their micro enterprise.
- Be able to select the most appropriate idea from a range.
- Be able to complete a skills audit.
- Be able to plan for a microenterprise activity.
- Be able to tell the difference between a good and a service.
- Be able to correctly identify the target market.
- Be able to complete a risk assessment and explain why.

Testing

- Students will complete their coursework.