

Meden School Curriculum Planning							
Subject	BTEC Media	Year Group	10	Sequence No.	MTP 1	Topic	Component 1 Learning aim A

Retrieval	Core Knowledge	Student Thinking
What do teachers need to retrieve from students before they start teaching new content?	What specific ambitious knowledge do teachers need to teach students in this sequence of learning?	What real life examples can be applied to this sequence of learning to develop our students' thinking, encouraging them to see the inequalities around them and 'do something about them!'
Students' knowledge from KS3 units will be helpful. E.g. knowledge of branding, creating designs and plans, spreadsheets, responding to industry style briefs, responding to audience needs etc are all useful knowledge from the KS3 Computing curriculum that can be reapplied throughout this component.	<p>Enterprise is the set of skills and characteristics that an entrepreneur requires in order to be innovative, including creativity, risk-aversion, inventiveness and dedication. It is also the name given to a small start-up business.</p> <p>In this component, students will have the opportunity to develop knowledge and understanding of how the activities undertaken by micro, small and medium-sized enterprises (SMEs), along with the characteristics and skills of the entrepreneurs who run them, support the aims of the enterprise. Enterprises can struggle if they do not carry out market research. It is important for students to develop relevant skills in market research and 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 analyses can be used to support decision making. This component will give learners an understanding of the factors that contribute to a successful enterprise.</p> <p>Learning outcome A: Understand how and why enterprises and entrepreneurs are successful Learners will explore the activities enterprises undertake and the characteristics and skills of the entrepreneurs that run them.</p> <p>A1 Size and features of SMEs</p> <ul style="list-style-type: none"> ● Size of SMEs to include: <ul style="list-style-type: none"> o micro: up to 10 members of staff o small: between 11–49 members of staff 	<p>This component will give students key transferrable Business skills and an understanding of the factors that contribute to a successful enterprise and how to set up your own business. Students will develop transferable skills, such as how to conduct market research and analyse data.</p> <p>Students also focus on different business models and market sectors with a clear focus on the UK economy which helps ground the unit in real life.</p>

	<p>o medium: between 50–249 members of staff.</p> <ul style="list-style-type: none"> ● Types of profit-making enterprises to include: o sole trader, partnership, limited liability partnership (LLP), ltd, social enterprise that uses some of the profits to reinvest in the enterprise. ● Features of SMEs to include: <ul style="list-style-type: none"> o run by a single individual or small team of people o physical location and/or online operation o sole employment or as part of a hobby/side hustle o existing in one or more sectors of the economy. <p>A2 Markets, sectors, models and industries in which enterprises operate</p> <ul style="list-style-type: none"> ● Different sectors and business models, including: <ul style="list-style-type: none"> o markets: – Business to Business (B2B) – Business to Customer (B2C) o sector: – goods – services o models: – bricks and clicks and flips – e-commerce. ● Different industries in which enterprises operate. <p>A3 Aims and activities of enterprises</p> <ul style="list-style-type: none"> ● Aims of enterprises to include: <ul style="list-style-type: none"> o making a profit, surviving, breaking-even, expanding, maximising sales, being environmentally friendly, being ethical, satisfying customers, providing a social service. ● Impact of activities in supporting the aims of enterprises to include: <ul style="list-style-type: none"> o developing and producing goods and services to meet the needs of changes in the market o attracting new customers and retaining existing customers through offers and promotions o managing business resources: finance, people, technology. ● Impact of failing to undertake these activities successfully. <p>A4 Skills and characteristics of entrepreneurs</p> <ul style="list-style-type: none"> ● Reasons why entrepreneurs start their own enterprise to include: <ul style="list-style-type: none"> o to be your own boss, to pursue a hobby, flexibility, to pursue a social mission. 	
--	---	--

	<ul style="list-style-type: none"> ● Impact of the skills and characteristics of the entrepreneur in helping to support the aims of the enterprise to include: <ul style="list-style-type: none"> o skills: knowledge of industry/sector, technical, interpersonal, communication and presentation, planning and researching, time management, negotiation, prioritising tasks, problem solving, managing risk, leadership and teamwork o characteristics: focus, passion, versatility, motivation and dedication, inventiveness, proactiveness, confidence, flexibility and adaptability, resilience and willingness to risk adversity, self-reliance, optimism, vision, resourcefulness, creativity and the capacity to inspire. 	
<p>Vocab List SME, enterprise, company, firm, business, micro, staff, sole-trader, partnership, limited liability partnership, limited liability, ltd, social enterprise, location, physical, online, side hustle, sector, B2B, B2C, social enterprise, goods, services, bricks, clicks, flips, e-commerce, break-even, expansion, sales, ethics, social service, skills, characteristics, time management, negotiation, risk, versatility, motivation, proactiveness, adaptability, resilience, adversity, optimism, vision, resourcefulness, capacity to inspire.</p>		