



Learning Journey: Year 8 Enterprise

Term 3
Board Game
Challenge

Research & Planning

USP – Unique selling
point

Costs and Marketing

Presentations

Presentations

Financial Literacy

Design & Making

YEAR
9

YEAR
10

Types of attractions



Budget & Planning

Term 2
Design a Theme
Park

Competition

Marketing

Promotion

Branding

Target Market

Problem Solving

Teamworking

Generating new
Ideas

What is
Enterprise?



YEAR
8

Term 1
Coffee
Cup: Promotion &
Branding Challenge

Skills Analysis (tick ✓)

Key skills	Mastery	Advanced	Secure	Developing	Emerging
Teamwork					
Generating new ideas					
Problem Solving					
Financial Literacy					
Presentation					