

Programme of study for Year 8 Enterprise

Autumn (1 st term) Autumn (2 nd term)	Spring (1 st term) Spring (2 nd Term)	Summer (1 st term) Summer (2 nd term)
<p>Topic / Big Question:</p> <p>What is an Enterprise? Quiz and Key terms</p> <p>Coffee Cup Challenge</p>	<p>Topic / Big Question:</p> <p>Creating Marketing material for an Enterprise Quiz and MCQ</p> <p>Marketing Brochure</p>	<p>Topic / Big Question:</p> <p>Understanding how to Finance an Enterprise Quiz Key terms and Formula</p>
<p>Skills (students should be able to do):</p> <ul style="list-style-type: none"> • Develop an entrepreneurial mindset by responding to biographies of key entrepreneurs • Learn how to generate ideas and make them happen • Build confidence and ambition • Connect school learning to the world of work 		
<p>Key Learning Outcomes (students should know):</p> <ul style="list-style-type: none"> • To understand Enterprise and its place in the world of work • To understand the importance of marketing when developing new products and ideas • To begin to analyse Marketing mix • To understand the role of Finance in Enterprise • To begin to analyse key financial data using business formula 		
<p>Define an Enterprise What is an entrepreneur? Can you list the skills an entrepreneur has?</p> <p>Define Innovation Can you give an example of an entrepreneur who is innovative? Can you give an example of an innovative product</p> <p>Can you define a Social Enterprise Can you give 2 examples of a Social Enterprise?</p>	<p>What are small and medium enterprises?</p> <p>What makes a small enterprise</p> <p>What makes a medium enterprise</p> <p>Examples of small and medium enterprises What type of marketing is used by SME's & product life cycle</p> <p>What is the marketing mix?</p>	<p>Types of business costs</p> <p>Define fixed, variable and total costs</p> <p>What is a cash flow? Define and give examples of Cash inflow and cash outflow</p> <p>Formula for closing balance</p> <p>What does the opening balance show?</p>

<p>Can you explain 1 positive impact of a Social Enterprise?</p> <p>What is Branding?</p> <p>Can you identify successful Coffee shop Enterprises</p> <p>Can you design a logo using branding strategy</p> <p>Can you identify the 4P's</p> <p>Can you create a Coffee cup using the Marketing mix</p> <p>Use your Enterprise skills to design a coffee cup.</p> <p>Create a Coffee Cup using the success criteria</p> <p>What Enterprise skills do you have for your coffee shop?</p> <p>Coffee cup logo design created using success criteria</p> <p>PowerPoint presentation completing using the 4P's in Marketing: Product, Place, Price, Promotion.</p>	<p>What key terms are found on the product life cycle?</p> <p>Marketing Mix – Purpose and methods of advertising</p> <p>Reasons why businesses advertise a product or service.</p> <p>What is above the line advertising?</p> <p>What is below the line advertising?</p> <p>Define promotion</p> <p>What is price skimming?</p> <p>What is Price penetration?</p> <p>What is BOGOF?</p> <p>Create a marketing brochure for the business using success criteria</p>	<p>Methods of payments used by Enterprises</p> <p>Benefits of different types of payments</p> <p>Benefits of paying by debit card vs credit card</p> <p>Define revenue</p>
<p>Autumn Term – centrally planned, standardised and teacher marked piece(s) of work</p> <p>Formative assessment – What is Enterprise?</p> <p>Summative assessment – Coffee cup design</p>	<p>Spring Term – centrally planned, standardised and teacher marked piece(s) of work</p> <p>Formative assessment – Branding</p> <p>Summative assessment - Marketing brochure</p>	<p>Summer Term – centrally planned, standardised and teacher marked piece(s) of work</p> <p>Formative assessment – Quiz on financial formula</p> <p>Summative assessment – Case study question covering all topics.</p>
<p>Building understanding: Rationale / breakdown for your sequence of lessons:</p> <p>Enterprise in education is about taking an enterprising approach to teaching and learning. Enterprise encourages all young people to learn and develop in a way that meets their needs and develops skills for learning, skills for life and skills for work through creativity.</p> <p>We teach the core knowledge of Enterprise and students use their problem solving, initiative to design a new coffee cup for a cafe. In this activity they build upon skills of coming up with new ideas and justify their decisions. This then builds onto term 2 where students will look at different SME's and compare</p>		

similarities and differences. Students will look at the 4ps of marketing and start to link these with businesses and understand the importance of getting the marketing mix right. They will then design their own marketing brochure using success criteria.

The final term will focus on Finance. This is usually the topic students struggle the most so it is taught at the end once students have grasped some of the key core knowledge of pricing in Spring term.

Students have 1 lesson of Enterprise every fortnight.

Home – Learning:

Poster on
Entrepreneurs

Home – Learning:

MCQ's

Home – Learning:

MCQ's

Home – Learning:

MCQ's

Home – Learning:

MCQ's

Home – Learning:

MCQ's

Reading / High Quality Text:

Students are provided with case studies and in class reading is promoted. The recommended reading list is shared with students and are encouraged to read The Business review available in the school library. Oracy is built into lessons and students identify key new vocabulary and log new words at the back of their books.

Numeracy:

Numeracy focus is mainly in the summer term when students learn about finance and costs. Students will be learning formula and ensuring that they can interpret financial data and how it helps businesses make decisions.

Enrichment / opportunities to develop cultural capital (including careers, WRL and SMSC):

In order to engage our students and foster practical understanding, we incorporate real-world examples and case studies into our teaching. By illustrating business concepts and their applications in practical situations, students are able to relate theoretical knowledge to real-life scenarios, enhancing their comprehension and skills

Our hope is for FHS Business students to become informed consumers, employees, managers, and entrepreneurs of the future. The transferable skills gained through studying business would equip them to enter a wide range of careers. Studying business will lead to students becoming more informed citizens, consumers, employees, future employers and entrepreneurs. Studying Business can lead to specific job roles in:

- Business Development ● Marketing ● Recruitment ● Banking and finance ● Administration ● Accounting and Finance ●

In addition, students are encouraged to independently pursue business related enrichment activities such as attending taster courses, masterclasses and lectures. These are promoted by teachers in lessons.