

Programme of study for Year 8 Enterprise

Autumn	Spring	Summer
<p>Timescale: From: September To: December</p>	<p>Timescale: From: January To: March</p>	<p>Timescale: From: April To: July</p>
<p>Topic / Big Question: Coffee Cup Challenge - Promotion & Branding</p> <p>Skills(students should be able to do)</p> <p>Demonstrate knowledge and understanding of promotion and branding</p> <p>Develop teamwork and presentation skills</p>	<p>Topic / Big Question: Design a Theme Park</p> <p>Skills(students should be able to do)</p> <p>Demonstrate knowledge and understanding of design, costs and budgets.</p> <p>Develop teamwork and presentation skills</p>	<p>Topic / Big Question: Boardgame Challenge</p> <p>Skills(students should be able to do):</p> <p>Demonstrate knowledge of target market & pricing. To write detailed instructions of how to play the game.</p> <p>Develop teamwork and presentation skills</p>
<p>Key Learning Outcomes (students should know):</p> <p>Learners will explore the different entrepreneurs and skills. Students will learn about the importance of branding and promotion.</p> <p>Promotion and Advertising methods Sales promotion: providing incentives to customers. Methods: coupons, competitions, money off, loyalty incentives, discounts.</p>	<p>Key Learning Outcomes (students should know):</p> <p>Learners will explore different theme parks and create their own. Students will consider their target market and create brochure content and design.</p>	<p>Key Learning Outcomes (students should know):</p> <p>Learners will look at various different types of board games. They will decide on the target market for the game and design and make the game with full instructions.</p>
<p>End of term 1 assessment to cover:</p> <p>Teamwork, Creativity, Problem solving, Financial Literacy, Presentation</p>	<p>End of term 2 assessment to cover:</p> <p>Teamwork, Creativity, Problem solving, Financial Literacy, Presentation</p>	<p>End of year assessment to cover:</p> <p>Teamwork, Creativity, Problem solving, Financial Literacy, Presentation</p>

Building understanding: Rationale / breakdown for your sequence of lessons:

The sequencing of content precedes that of pitching an idea for an enterprise as students will need to have a clear understanding of the promotion and marketing followed by making financial decisions. Students will be able to build upon their presentation skills after each project. The final enterprise activity is the culmination of everything they have learnt from the start of the year.

Reading / literacy:	Reading / literacy:	Reading / literacy:	Reading / literacy:	Reading / literacy:	Reading / literacy:
Numeracy: All of the projects have an element of financial decisions including budgeting and/or pricing	Numeracy: All of the projects have an element of financial decisions including budgeting and/or pricing	Numeracy: All of the projects have an element of financial decisions including budgeting and/or pricing	Numeracy: All of the projects have an element of financial decisions including budgeting and/or pricing	Numeracy: All of the projects have an element of financial decisions including budgeting and/or pricing	Numeracy: All of the projects have an element of financial decisions including budgeting and/or pricing

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

Speaker from Thorpe Park, opportunity to visit a Theme park, potential visit from HSBC