

Tech Award Enterprise – Component 2 Planning for and Pitching an Enterprise Activity

In year 11 we teach the following topics over the course of the year. Each topic draws on prior learning from the previous year and builds on understanding from the KS4 programme of study. Each topic develops and deepens the Core knowledge that will underpin all areas of the curriculum at KS4 and KS5

LAA – Explore ideas and plan for a micro-enterprise activity

LAB – Pitch a micro-enterprise activity

LAC – Review own pitch for a micro-enterprise activity

Topic	Rationale	Knowledge acquisition	Key vocabulary	Skills and enrichment
A1 Generating Ideas for a micro-enterprise activity	To be able to generate ideas and choose one idea for a realistic micro-enterprise	Generating Ideas	Innovation	Independence – internally assessed unit including independent research evaluation – Evaluation of the impact on business analysis – Analysis of the positive or negative impact on business creativity – Students choose own business idea and plan literacy – Professional business plan produced numeracy – Financial information calculated related to starting own business oracy – Class discussions and presentation of pitch to the class research – investigation into real businesses and the resources for own idea
		Factors affecting final idea	Resources, financial forecasts, costing, pricing, communication, promotion, customers	
		Skills Audit	Leadership skills, communication skills, personal skills, technical and practical skills	
A2 Plan for a micro-enterprise activity	To understand how to draw up an implementation	Aims of the micro-enterprise	Financial aims – Profit, Break Even Non-Financial aims – customer satisfaction, social aims	Independence – internally assessed unit including independent research evaluation – Evaluation of the impact on business
		Product or service sold by micro-enterprise	Features, benefits, unique selling point, selling price, cost, competitors.	

	plan for a chosen idea	Identifying target market for micro-enterprise	Market segment, target market, demographic, geographic, psychographic, behavioural, physical market place, virtual market place	analysis – Analysis of the positive or negative impact on business creativity – Students choose own business idea and plan literacy – Professional business plan produced numeracy – Financial information calculated related to starting own business oracy – Class discussions and presentation of pitch to the class research – investigation into real businesses and the resources for own idea
		Methods of communication with the customer	Promotion, advertising, social media, letters, emails, billboards, radio, text message, accuracy, clarity	
		Resources Required	Physical resources: location, materials, equipment, fixtures and fittings, stock Financial Resources: sources of finance, start up costs, running costs, cost of sales, production costs, variable costs Human resources: training and development, skills, roles	
		Risk assessment and contingency planning	Contingency, risk, competitors, quality control	
B1 and B2 Pitching and presenting a micro-enterprise activity	To present key elements of a business plan logically To present an idea to a selected audience	Pitching an idea	Pitch, investors, audience	Independence – internally assessed unit including independent research Evaluation of the impact on business Analysis of the positive or negative impact on business creativity – Students choose own business idea and plan literacy – Professional business plan numeracy – Financial information calculated related to starting own business oracy – Class discussions and presentation of pitch to the class
		Presenting a business pitch	Presentation, attitude, body language, gestures, eye contact, language, tone, projection	

				research – investigation into real businesses and the resources for own idea
C1 Using feedback and review to identify possible changes to the pitch	To be able to use feedback to review and identify changes to the initial plan	Using feedback to review pitch	Feedback, performance, evaluation	Independence – internally assessed unit including independent research evaluation – Evaluation of the impact on business analysis – Analysis of the positive or negative impact on business creativity – Students choose own business idea and plan literacy – Professional business plan produced numeracy – Financial information calculated related to starting own business oracy – Class discussions and presentation of pitch to the class research – investigation into real businesses and the resources for own idea