



William Edwards School Enterprise Tech Award Department Curriculum Journey

The purpose of the curriculum:

1. To enable learners to acquire sector specific knowledge and skills through vocational contexts in which they identify business problems and opportunities
2. To develop technical skills and employability using realistic work scenarios
3. To develop personal skills through a practical and skills-based approach to learning and assessment.
4. To help learners to make more informed choices for further learning, either generally or in this sector

Tech First Award Grading
Is a Level 1/Level 2 qualification
Grades awarded are:

- Level 2 Distinction* (GCSE equivalent of 9)
- Level 2 Distinction (GCSE equivalent of 7 - 8)
- Level 2 Merit (GCSE equivalent of 6)
- Level 2 Pass (GCSE equivalent of 4-5)
- Level 1 Distinction, Merit, Pass (GCSE equivalent of 1-3)
- Unclassified

Level 2 Outcomes
A Levels or BTEC Nationals as preparation for entry into higher education, apprenticeships or employment

Level 1 Outcomes
Post 16 Level 2 technical routes leading to employment, apprenticeships or to further study at Level 3. Post 16 Technical Certificate route leading to employment.
<https://nationalcareers.service.gov.uk/job-categories/business-and-finance>

Feb Year 11
External Examination
May Year 11
resit

KS5

YEAR 11

Learners will have knowledge and understanding of the types of market and market segmentation; factors influencing choice of promotion

Learners will have knowledge and understanding of personal selling, public relations and direct marketing

Formal Internal Assessment of Component 2 Learning Aim A
Assignment Brief issued to learners.
Learners will know how well they :
- Explored and prepared an enterprise pitch idea
Learners will know what they need to do to improve further
Golden threads: Identify, Outline, Describe and, Prepare

Learners will have knowledge and understanding of financial terminology; financial records; methods of payment; sources of revenue and costs
Link to PSHE curriculum reference SOW

Learners will have knowledge and understanding of the promotional mix; advertising and sales promotion

Component 3
Promotion and Finance for Enterprise
External Assessed Unit

knowledge and understanding of break-even analysis and interpretations; limitations
Link to Maths curriculum reference SOW

Learners will have knowledge and understanding of financing an enterprise

Learners will have knowledge and understanding of profitability, liquidity and ratios
Link to Maths curriculum reference SOW

Learners will have knowledge and understanding of cash inflows and outflows; statements and forecasts; cash flow problems and solutions
Link to Maths curriculum reference SOW

Learners will set themselves targets for improvement of enterprise idea and presentation skills

YEAR 10

Formal Internal Assessment of Component 2 Learning Aim C
Assignment Brief issued to learners.
Learners will know how well they :
- Responded to feedback and set themselves improvement targets
Learners will know what they need to do to improve further
Golden threads: Identify, Outline, Describe, Review, Analyse and Evaluate

Learners will give and receive feedback about the enterprise idea and presentation skills

Formal Internal Assessment of Component 2 Learning Aim B
Assignment Brief issued to learners.
Learners will know how well they :
- Prepared and delivered their enterprise pitch
Learners will know what they need to do to improve further
Golden thread: Deliver

YEAR 10

Learners will prepare a pitch for their micro enterprise activity

Learners will carry out a risk assessment on their enterprise idea

Learners will present their pitch to a panel using the following skills:
Being professional, audience, visual aids

Learners will use their communication skills to respond to questions

Learners will identify and communicate with the target market

Learners will plan for a micro enterprise activity

Learners will carry out a skills audit

Learners will generate ideas for a micro enterprise activity

YEAR 10

Learners will plan the resources required to start-up

Learners will have knowledge and understanding of enterprises that offer goods and Services

Learners will selecting an enterprise idea

Component 2
Planning for and pitching an enterprise activity

Learners will have knowledge and understanding of the characteristics of enterprises
Link to Geography curriculum reference SOW

Learners will have knowledge and understanding of entrepreneurs

Learners will have knowledge and understanding of identifying and understanding competitors

Learners will have knowledge and understanding of the impact of internal and external factors on enterprises

Formal Internal Assessment of Component 1 Learning Aims A, B, C
Assignment Brief issued to learners.
Learners will know how well they understand:
- the characteristics of enterprises
- how enterprises use market research to meet customer needs
- The factors that contribute to success
Learners will know what they need to do to improve further
Golden threads: Identify, Outline, Compare, Discuss, Explain, Analyse, Discuss, Assess and Evaluate

Learners will have knowledge and understanding of identifying the reasons for and measuring the success of an enterprise

Learners will use market research to understand customers

Learners will have knowledge and understanding of situational analysis

Component 1
Exploring Enterprises

Baseline test, identifies ability and gaps in skills set

YEAR 10

KS3

Key Knowledge from KS3: Enterprise education, profit and loss, Entrepreneurs, market research, markets, competition, promotion, consumers, literacy and numeracy

Key Skills from KS3: Communication and presentation, professional attitude and positivity, keyboard and IT skills



Golden Threads: Assessment

- Identify
- Outline, Prepare
- Compare, describe and explain
- Analyse and Discuss
- Assess and Evaluate

Key Links to other subjects in terms of knowledge, understanding and skills:
English, Mathematics, Geography, Art, IT and computing and Business.

Key Skills gained at KS3
Team workers, Self-knowledge, Independent enquirers and researchers, reflective learners, creative thinkers, Effective participators

Key principles for Tech Award in Enterprise

- Development of core knowledge and understanding, including a range of enterprises and the key features and factors that contribute to success
- The development and application of skills such as analyzing research, information planning, financial forecasting, communicating and problem solving
- Reflective practice on own communication skills and the viability of their enterprise idea through feedback
- Analysis and interpretation of evidence relating to an enterprise and make recommendations on strategies to improve performance