

# ENTERPRISE STATEMENT OF AIMS

THE AIM OF THE KS4 CURRICULUM IS TO DEVELOP...

## SUCCESSFUL LEARNERS

Students develop a range of practical business skills and knowledge that can be applied in real-life situations. They learn how businesses operate, how to generate and evaluate business ideas, and how to understand customer needs. Through coursework, research, and presentations, students improve their problem-solving, communication, and independent learning skills. They also learn to manage their time effectively and reflect on their progress, helping them become confident, motivated, and successful learners both in education and in future careers.

## CONFIDENT, INSPIRED INDIVIDUALS

Students explore their own business ideas and developing the skills needed to succeed in the world of work. They build confidence through presentations, teamwork, and decision-making activities, while learning how to communicate effectively with others. The course encourages creativity, innovation, and resilience, inspiring students to think ambitiously about their future careers and opportunities. By overcoming challenges and reflecting on their achievements, students develop self-belief and a positive attitude towards learning and personal growth.

## ASPIRING, RESPONSIBLE CITIZENS

Students understand how businesses impact society and the economy. They learn about ethical decision-making, teamwork, and responsibility while developing ambitious goals for their future and making positive contributions to their communities.

## CURRICULUM MAP KS4

	AUTUMN 1	AUTUMN 2	SPRING 1	SPRING 2	SUMMER 1	SUMMER 2
Y10	<p><b>Component 1: Exploring Enterprises - LAA - Understand how and why enterprises and entrepreneurs are successful &amp; LAB</b></p> <p>- Understand customer needs and competitor behaviour through market research.</p> <p>One hour a fortnight of Component 3 theory in preparation for the external exam in January of Year 11.</p>	<p><b>Component 1: Exploring Enterprises - LAB - Understand customer needs and competitor behaviour through market research &amp; LAC - Understand how the outcomes of situational analyses may affect enterprises.</b></p> <p>One hour a fortnight of Component 3 theory in preparation for the external exam in January of Year 11.</p>	<p><b>Component 1 PSA - (Pearson Set Assignment)</b></p> <p>- External assessment set and marked by Pearson, completed under supervised conditions.</p>	<p><b>Component 2: Planning and Presenting a MicroEnterprise Idea</b></p> <p>- Learning Aim A</p> <p>- Choose an idea and produce a plan for a microenterprise idea. Learning Aim B - Present a plan for the micro-enterprise idea to meet specific requirements. One hour a fortnight of Component 3 theory in preparation for the external exam in January of Year 11.</p>	<p><b>Component 2: Planning and Presenting a MicroEnterprise Idea</b></p> <p>- Learning Aim B</p> <p>- Present a plan for the micro-enterprise idea to meet specific requirements. Learning Aim C</p> <p>- Review the presentation of the micro-enterprise idea to meet specific requirements. One hour a fortnight of Component 3 theory in preparation for the external exam in January of Year 11.</p>	<p><b>Component 2 PSA - (Pearson Set Assignment) - External assessment set and marked by Pearson, completed under supervised conditions.</b></p>
ASSESSMENT	Practice PSA		Component 2 PSA			
Y11	<p><b>Complete Component 2 Planning and Presenting a Micro-Enterprise Idea PSA (first two weeks).</b></p> <p>Component 3 (external exam) - Marketing and Finance for Enterprise preparation for January exam.</p>	<p>Component 3 (external exam) - Marketing and Finance for Enterprise preparation for January exam.</p>	<p>Component 3 (external exam) - Marketing and Finance for Enterprise</p>	<p>Component 3 (external exam) - Marketing and Finance for Enterprise for those re-sitting. Improving Component 1 &amp; 2 PSA grades if needed.</p>	<p>Component 3 (external exam) - Marketing and Finance for Enterprise for those re-sitting. Improving Component 1 &amp; 2 PSA grades if needed.</p>	<p><b>External exam</b></p>
ASSESSMENT	PPE paper		External exam and grades in PSA			