



The Sutton Academy

Knowledge Rich Curriculum Plan

Year 10 Business and Enterprise

Unit: Component 2- LOA Planning for and Pitching an Enterprise Activity



Business and Enterprise Year 10	Unit: Component 2- LOA Planning for and Pitching an Enterprise Activity			Assessment
Lesson/Learning Sequence	Intended Knowledge: <i>Students will know that...</i>	Tiered Vocabulary	Prior Knowledge: <i>In order to know this students, need to already know that...</i>	Assessment
Lesson: Planning for a Micro Enterprise Activity	<ul style="list-style-type: none"> Students will know that an enterprise needs to consider what it wants to achieve before starting-up. Students will know how to write SMART targets for given enterprises. 	<p>Tier 2 Realistic Measurable Satisfaction</p> <p>Tier 3 Revenue: Is the money coming into the enterprise (income). Aims: Are the targets an enterprise wants to achieve within a specified time period and should be SMART. Financial Aims: Plans that involve meeting money-based targets. Non-financial Aims: Aims that do not involve meeting money-based targets can be grouped together as non-financial aims</p>	<ul style="list-style-type: none"> <i>Students need to already know that enterprises need to create a business plan.</i> <i>Students need to already know how to calculate revenue and consider break-even targets.</i> 	
Lesson: Goods and Services	<ul style="list-style-type: none"> Students will know that enterprises need to identify their features and a USP in order to differentiate themselves from their competitors. Students will know how to identify the competitors in a market and know how these impacts on the pricing of a business. 	<p>Tier 2 Models:</p> <p>Tier 3 Feasibility: Means how easy or practical it will be to do something successfully. Fixed costs: Costs that don't change according to the changes in output. Variable costs: Costs that change according to the changes in output. Cost-plus pricing: Calculating the cost of creating the product, then adding on a percentage. Competition based pricing: Looking at what competitors charge for the same sort of product and charging a similar price. Skimming: Charging a high price initially to 'skim off' profits, before dropping the price later. Penetration: Charging a low price initially to appeal to more customers, before raising the price over</p>	<ul style="list-style-type: none"> <i>Students need to already know that pricing strategies can form part of a promotional campaign.</i> <i>Students need to already know how to research competitors within a market.</i> 	
Lesson: Identifying the Target Market	<ul style="list-style-type: none"> Students will know the importance of appealing to and reaching a target market. Students will know how an enterprise attracts new customers at the same time as sustaining repeat customers. 	<p>Tier 2 Virtual: Identified: Beneficial: Device:</p> <p>Tier 3 Market segmentation: Is the process of dividing the market into groups of</p>	<ul style="list-style-type: none"> <i>Students need to already know that enterprises use market segmentation to target specific customer groups.</i> <i>Students need to already know how to identify the type of market segmentation that different businesses are using.</i> 	

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		customers with similar characteristics. Target market: The customers that an enterprise is aiming its products at. Physical marketplace: Where buyers and sellers come together to trade face to face. Virtual marketplace: Is one that makes use of the internet (ecommerce).		
Lesson: Methods of Communication with Customers Intended	<ul style="list-style-type: none"> Students will know that enterprises must use a variety of methods to communicate with their customers. Students will know how to select the most appropriate type of communication for an enterprises' product and its target market. 	Tier 2 Checkout counter: Waffle: Tier 3 Promotional materials: Are things like flyers and brochures, that help to increase sales or gain business. Point of Sale: Where displays with sales promotions are found next to or near the checkout counter.	<ul style="list-style-type: none"> <i>Students need to already know that promotional methods are used to communicate with businesses. Students need to already know how to identify advantages and disadvantages of different elements of promotion.</i> 	
Lesson: Resources Required	<ul style="list-style-type: none"> Students will know that enterprises will need to consider what resources are needed and the availability of the required resources. Students will know how to identify what combination of physical, financial and human resources are the most suitable for different businesses. 	Tier 2 Conveyer belts: Outdated: Equipped: Tier 3 Wages: Are usually calculated hourly to pay for work that has been done.	<ul style="list-style-type: none"> <i>Students need to already know that the sources of finance available to start-up businesses are more limited.</i> <i>Students need to already know how to identify physical resources needed by different enterprises.</i> 	
Lesson: Risk Assessment Intended	<ul style="list-style-type: none"> Students will know that businesses face risks and need to plan for events even if they never happen. Students will know how to complete a contingency plan and risk assessment for given enterprises. 	Tier 2 Outweigh: Fines: Threat: Tier 3 Risk Averse: Is avoiding or being unwilling to take risks. Contingency Plan: Where risks are identified by a business and a plan is put in place on how to react to unexpected events. Risk Assessment: Identifying potential risks, considering the likelihood of these risks turning into problems and considering, risk vs reward.	<ul style="list-style-type: none"> <i>Students need to already know that enterprises need to weigh up risk vs reward.</i> <i>Students need to already know how to complete a skills audit to assess any weaknesses with the entrepreneur.</i> 	

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Lesson: Pitching for a Micro Enterprise Activity	<ul style="list-style-type: none"> Students will know that enterprises need to consider what they need to put into a pitch before starting to create one. Students will know how different external parties will be interested in the pitch for different reasons. 		<ul style="list-style-type: none"> <i>Students need to already know that a business plan is needed when presenting to request external sources of finance.</i> <i>Students need to already know how to structure a business plan.</i> 	
Lesson: The Micro Enterprise Pitch	<ul style="list-style-type: none"> Students will know that pitching should take around 10 minutes. Students will know how to use persuasive skills when delivering a pitch. 	Tier 2 Potential: Demonstrations: Rhetorical: Audience: Tier 3 Pitch: The presentation made by an entrepreneur about the nature and details of an idea or start-up to persuade a person or business to invest in the enterprise, or loan capital to start up the enterprise.	<ul style="list-style-type: none"> <i>Students need to already know that a pitch may be needed to acquire external sources of finance.</i> <i>Students need to already know how to create a PowerPoint presentation.</i> 	
Lesson: The Contents of your Pitch	<ul style="list-style-type: none"> Students will know what to include in a pitch. Students will know how to structure a pitch. 	Tier 2 Substitute: Tier 3 Business Plan: A formal document used to outline the details of a business start-up. Your micro enterprise pitch will include much of the information found in a business plan. An overview: A clear and concise explanation of an enterprise.	<ul style="list-style-type: none"> <i>Students need to already know who will want to see an enterprise pitch.</i> <i>Students need to already know how use persuasive language in an enterprise pitch.</i> 	
Lesson: Presentation Skills: Delivering a Professional Pitch	<ul style="list-style-type: none"> Students will know how they should come across delivering a pitch. Students will know how to dress and greet the audience when delivering a pitch. 	Tier 2 Attitude: Rehearsing: Appearance: Tier 3 Professionalism: Involves acting in a way that is appropriate for a profession in a certain occupation.	<ul style="list-style-type: none"> <i>Students need to already know that first impressions are important.</i> <i>Students need to already know how to dress professionally.</i> 	

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Lesson: Presentation Skills: The needs of your Audience	<ul style="list-style-type: none"> Students will know the skills needed to engage and involve an audience such as using humour and giving tasks to complete. Students will know how to send and receive messages/feedback when communicating with an audience in order to keep their attention. 	<p>Tier 2 Humour: The quality of being amusing or comic, especially as expressed in literature or speech. Tier 3 Exercise: This could involve a product demonstration, tasting food or taking part in a short quiz.</p>	<ul style="list-style-type: none"> <i>Students need to already know that in order for communication to be effective, questions need to be asked and responses need to be thought out.</i> <i>Students need to already know how to engage in conversations with peers and teachers.</i> 	
Lesson: Presentation Skills: Using Visual Aids	<ul style="list-style-type: none"> Students will know how important visual aids such as text and graphics and handouts are. Students will know how to create handouts and presentation that are simplistic and easy for an audience to follow. 	<p>Tier 2 Presentation: The presentation of an image on a surface, especially a cinema screen. Graphics: The products of the graphic arts, especially commercial design or illustration. Tier 3 Slideshow/slide deck: a presentation of a series of still images and text on a projection screen or electronic display to help a presenter to communicate information to an audience. Legibility: The quality of handwriting. Being clear and easy to read</p>	<ul style="list-style-type: none"> <i>Students need to already know that presentations that are too detailed and busy are very hard for an audience to read.</i> <i>Students need to already know how create PowerPoint presentations and create logos and images.</i> 	
Lesson: Communication Skills	<ul style="list-style-type: none"> Students will know the difference between verbal and non-verbal communication types. Students will know how to use body language, eye contact, tone and pace to create an effective pitch 	<p>Tier 2 Gesture: A movement of part of the body, especially a hand or the head, to express an idea or meaning. Pace: Move or develop (something) at a particular rate or speed. Tier 3 Verbal Communication: The sharing of information between individuals through speech and the written word. Non-verbal Communication: Communicating with individuals without speaking. Non- verbal communication includes body language, gestures, facial expression, proximity and touch.</p>	<ul style="list-style-type: none"> <i>Students need to already know that tone and eye contact are important aspects of how people communicate with each other.</i> <i>Students need to already know how to use tone and pace to deliver a presentation that interesting and doesn't lose the interest of the audience.</i> 	

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Lesson: Responding to Questions	<ul style="list-style-type: none"> Students will know that listening to and answering questions can be the most important part of a pitch Students will know how to use business terminology when listening to and responding to questions from an audience 	Tier 2 Anticipate: To expect or predict something. Tier 3 Recession: a recession is generally defined as two successive quarters of negative economic growth.	<ul style="list-style-type: none"> <i>Students need to already know the types of questions that they may get asked as this should feature in their business plan.</i> <i>Students need to already know how their business will meet key targets such as break-even point and attracting customers.</i> 	
Lesson: LOC- Giving Feedback	<ul style="list-style-type: none"> Students will know the importance of ensuring that feedback is clear, constructive and positive. Students will know how to structure the feedback that they give to their peers who have delivered their pitches. 	Tier 2 Timely: given or made available at a suitable moment. Tier 3 The Boost Model: A model used when giving feedback; Balanced, Observed, Objective, Specific and Timely.	<ul style="list-style-type: none"> <i>Students need to already know that by only giving negative comments without solutions, this can impact on the confidence of others which is a key entrepreneurial characteristic.</i> 	
Lesson: Receiving Feedback	<ul style="list-style-type: none"> Students will know that receiving feedback can be a good way to reflect and make improvements for future pitches. Students will know how to reflect on their feedback and evaluate what went well and where improvements can be made. 	Tier 2 Professional manner: Professional manner means that the personnel performing the services will possess the skill and competence consistent with the prevailing business standards in the industry.	<ul style="list-style-type: none"> <i>Students need to already know that the ability to evaluate and reflect on your work is a higher level skill.</i> <i>Students need to already know how to use evaluative language to improve their work.</i> 	