

Enterprise

Curriculum Team Vision

The aim of the Ormiston Maritime Academy Vocational Technical department is to broaden students' understanding of the world around them and develop their cultural capital. To engage students in meaningful and informed oracy and debate over controversial and often misunderstood elements of not only our own society, but those around the world. Vocational Studies gives students an additional chance to make sense of entrepreneurial behaviour and to focus on the profound changes and challenges that Enterprises face in the 21st century. Discussion, debate and retrieval practice lay at the heart of the classroom. Students are challenged to communicate clearly, through oracy and literacy.

Where studying Enterprise can take you:

Enterprise is an important part of the business sector and plays a major role in the UK's global economic status. The role of entrepreneurs is to help create wealth for the nation and its citizens through the creation of enterprises that innovate and grow the economy. According to 2019 data, there are nearly six million such businesses in the UK, employing around 16.6 million people. Small and medium-sized enterprises (SMEs) account for 99.9 per cent of the business population in the UK and account for three-fifths of the employment and around half of the turnover in the UK private sector, worth around £2.2 trillion.

Post GCSE Options:

Study of this sector at Key Stage 4 will complement GCSE study through providing an opportunity for practical application alongside conceptual study. There are also strong opportunities for post-16 progression in this vital sector with Apprenticeships within any Enterprise or A level Enterprise.

Study of the qualification as part of Key Stage 4 learning will help learners to make more informed choices for further learning, either generally or in this sector. The choices that learners can make post-16 will depend on their overall level of attainment and their performance in the qualification.

Learners who generally achieve at Level 2 across their Key Stage 4 learning might consider progression to:

- A Levels as preparation for entry to higher education in a range of subjects
- Pearson BTEC Level 1/Level 2 Tech Award in Enterprise – Specification – Issue 4 – January 2023 © Pearson Education Limited 2023 2

BTEC LEVEL 1/LEVEL 2 TECH AWARD

- study of a vocational qualification at Level 3, such as a BTEC National in Enterprise and Entrepreneurship, which prepares learners to enter employment or apprenticeships, or to move on to higher education by studying a degree in the business sector.

Learners who generally achieve at Level 1 across their Key Stage 4 learning might consider progression to:

- study at Level 2 post-16 in a range of technical routes designed to lead to work, employment, apprenticeships or further study at Level 3. Learners who perform well in this qualification compared to their overall performance, should strongly consider this progression route as it can lead to employment in the enterprise sector
- study business enterprise post-16 through a Technical Certificate designed to lead to work, progression to employment via apprenticeships or further study at Level 3.

Subject: Enterprise year 10 Curriculum Map 2025-2026			
Half term 3	<p>Component 1: Exploring Enterprises</p> <p>Learning outcome B: Understand customer needs and competitor behaviour through market research</p> <p>Learners will explore the market research methods used by enterprises and their importance in understanding customer needs and competitor behaviour.</p> <p>B1 Market research methods</p> <ul style="list-style-type: none"> ● Benefits and drawbacks of a range of primary research methods used by enterprises to include: <ul style="list-style-type: none"> o qualitative and quantitative questionnaires and surveys: face-to-face, telephone, post, on a website/social media site o visits or observation: looking at and recording how customers and competitors behave in situations in a structured way o formal or informal interviews, chats or focus groups: talking to people to find out their views and experiences. ● Benefits and drawbacks of a range of secondary research methods used by enterprises to include: <ul style="list-style-type: none"> o online research o books, journals, trade magazines o company materials o market and government reports and statistics <p>B2 Understanding customer needs</p> <ul style="list-style-type: none"> ● The importance of the information that primary and secondary research methods can provide about customers to include: <ul style="list-style-type: none"> o understanding the market: anticipating and identifying customer needs o producing products to market that solve a problem or add value for the customers o identifying customer expectations: good-value products, rapid response to enquiries, clear and honest information, after-sales service o adapting different products to meet customer needs according to age, gender, income, lifestyle and location. 	<p>Links to careers</p> <p>Accountant, Finance Officer or Manager. Operations Manager Human Resources Manager Entrepreneur</p>	<p>Links to the Knowledge organiser and other additional resources</p>

<p>Half term 4</p>	<p>Component 1: Exploring Enterprises</p> <p>B3 Understanding competitor behaviour</p> <ul style="list-style-type: none"> ● Understanding the market: <ul style="list-style-type: none"> o anticipating and identifying competitor behaviour o producing products to market that are different from competitors o identifying features of the competitors. ● Competitive advantage: <ul style="list-style-type: none"> o the ability to meet customer needs better than competitors on quality, price, features, customer service, availability, convenience. <p>B4 Suitability of market research methods</p> <ul style="list-style-type: none"> ● Suitability of market research methods that could help the enterprise in gaining further information to include: <ul style="list-style-type: none"> o finding out further information about their customers and their competitors o alternative methods based on the size of the enterprise, cost of research, time and human resources available to undertake research 		
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