

Enterprise curriculum overview – LEARNING OBJECTIVES

AUTUMN 1 – Developing Enterprise Awareness and Core Skills	AUTUMN 2 – Generating and developing ideas
How can we understand enterprise and entrepreneurship, explore different businesses, and develop the skills needed to succeed in a business environment? Overall Learning Objectives: • Recognise the meaning and purpose of enterprise and entrepreneurship. • Identify different types of businesses and their roles in the community. • Explore the qualities and skills of successful entrepreneurs. • Begin to develop teamwork and communication skills in a business context	How can we create, evaluate, and develop practical business ideas into viable small-scale enterprises through collaboration and planning? Overall Learning Objectives: • Generate and record creative business ideas suitable for small-scale enterprise projects. • Evaluate different ideas to identify those that are practical and achievable. • Work collaboratively to select an idea to develop further. • Understand the process of transforming an idea into a viable business concept.
SPRING 1 – planning a mini enterprise	SPRING 2 – Market Research
plan and organise a small business project by setting goals, managing resources, and working effectively as a team. Overall Learning Objectives: • Contribute to the creation of a simple business plan with goals and timelines. • Identify roles, resources, and responsibilities within a team. • Develop organisational and time management skills for project planning. • Understand how effective planning supports business success.	can we use market research to understand customers, inform business decisions, and present findings effectively? Overall Learning Objectives: • Recognise the purpose and importance of market research. • Plan and carry out simple market research activities such as surveys or interviews. • Use data to identify target customers and inform product design or pricing. • Present findings using simple graphs or visual formats.
SUMMER 1 – Branding and promotion	SUMMER 2 – preparing to sell

How can we use branding and marketing to attract customers by creating effective promotional materials and strategies? Overall Learning Objectives: • Understand the concept of branding and its importance in attracting customers. • Design and develop logos, packaging, slogans, and promotional materials. • Explore how businesses communicate messages to customers through marketing. • Work collaboratively to create and present a promotional plan.	How can we effectively sell products or services by developing customer service skills, setting prices, and preparing for real or simulated sales experiences? Overall Learning Objectives: • Understand basic principles of selling and customer interaction. • Develop customer service and communication skills through role-play. • Set appropriate pricing for products or services based on cost and value. • Prepare for a practical sales event or simulated trading experience.
AUTUMN 1 – running the enterprise	AUTUMN 2 – financial recording and profit
How can we successfully run an enterprise activity by managing sales, teamwork, and transactions while reflecting on our performance? Overall Learning Objectives: • Participate in the setup and operation of an enterprise activity or event. • Manage transactions, customer interactions, and team responsibilities. • Record sales and maintain accurate transaction data. • Reflect on teamwork and performance during the event.	How can we manage and record business finances accurately to understand costs, revenue, and profit, and use this information to make informed decisions? Overall Learning Objectives: • Record income and expenditure accurately using simple systems or spreadsheets. • Calculate cost, revenue, and profit/loss. • Understand the importance of financial control and record-keeping in business. • Reflect on how financial outcomes inform business decision-making.
SPRING 1 – review and evaluation	SPRING 2 – employability and future planning

How can we evaluate an enterprise project by reflecting on performance, personal skills, and improvements for future activities? Overall Learning Objectives: • Review enterprise performance, identifying strengths and weaknesses. • Recognise personal skills and achievements gained through the project. • Suggest improvements for future enterprise activities. • Present findings through oral or written evaluation.	How can we recognise and showcase transferable enterprise skills to prepare for jobs, create a CV, and succeed in interviews? Overall Learning Objectives: • Identify transferable skills developed through enterprise (e.g., teamwork, communication, organisation). • Develop a simple personal CV and understand its purpose. • Practice basic interview techniques through role-play. • Explore different types of jobs and training related to enterprise skills.
SUMMER 1 – community enterprise	SUMMER 2 – completion and presentation
How can we plan and run a small-scale enterprise project that benefits the community while developing teamwork and reflecting on its impact? Overall Learning Objectives: • Plan and deliver a small-scale community or social enterprise project. • Understand the role of enterprise in supporting local communities. • Work collaboratively to achieve shared goals for social good. • Reflect on the impact of enterprise on others and personal development.	Overall Learning Objectives: • Consolidate evidence from across all modules into an ASDAN/UAS portfolio. • Reflect on personal progress, strengths, and areas for growth. • Present enterprise learning journey to peers or staff. • Demonstrate confidence in discussing achievements and next steps toward adulthood and employability.