

Curriculum Overview Business – Holly Lodge Girls' College

Year 10		
Exploring Enterprises		
Title	Curriculum content	Assessment
<p><b>Learning outcome A:</b> Understand how and why enterprises and entrepreneurs are successful</p>	<ul style="list-style-type: none"> <li>• Size and features of SMEs</li> <li>• Sectors and business models in which enterprises operate</li> <li>• Aims and activities of enterprises</li> <li>• Skills and characteristics of entrepreneurs</li> </ul>	<p>DIRT</p> <p>Person Set Assignments (PSA's)</p> <p>Assessment windows September - December &amp; January - May</p>
<p><b>Learning outcome B:</b> Understand customer needs and competitor behaviour through market research</p>	<ul style="list-style-type: none"> <li>• Market research methods</li> <li>• Understanding customer needs</li> <li>• Understanding competitor behaviour</li> <li>• Suitability of market research methods</li> </ul>	
<p><b>Learning outcome C:</b> Understand how the outcomes of situational analyses may affect enterprises</p>	<ul style="list-style-type: none"> <li>• PEST (Political, Economic, Social, Technological) analysis</li> <li>• SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis</li> </ul>	