

# HIGHFIELDS SCHOOL

CURRICULUM OVERVIEW 2023-2024



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**SUBJECT: ENTERPRISE**

**KEY STAGE: 3**

AUTUMN TERM - YEAR 9	SPRING TERM - YEAR 9	SUMMER TERM - YEAR 9
<p><b>Business Organisation</b></p> <ul style="list-style-type: none"> <li>• Purpose and nature of business</li> <li>• Business Ownership</li> <li>• Setting aims and objectives</li> <li>• Stakeholders</li> <li>• Business Location</li> <li>• Business Planning</li> </ul> <p><b>Finance</b></p> <ul style="list-style-type: none"> <li>• Financial Terms &amp; Calculations (costs, revenue, profit/loss)</li> <li>• Break-even</li> <li>• Cash flow</li> </ul>	<p><b>Mosaic Challenge</b></p> <ul style="list-style-type: none"> <li>• Teams develop business ideas with Business Mentors</li> <li>• Teams submit ideas for review.</li> <li>• Successful ideas taken forward to area competition.</li> <li>• Successful ideas taken to regional competition.</li> </ul> <p><b>Operations</b></p> <ul style="list-style-type: none"> <li>• Good Customer Services</li> </ul> <p><b>Marketing</b></p> <ul style="list-style-type: none"> <li>• Identifying and understanding customers</li> <li>• Segmentation</li> <li>• Purpose and methods of market research</li> <li>• The elements of the Marketing Mix: Product, Price, Promotion, Place (4Ps)</li> </ul>	<p><b>Influences</b></p> <ul style="list-style-type: none"> <li>• Ethics</li> <li>• Interest Rates</li> <li>• Exchange Rates</li> <li>• Legislation (Consumer Law)</li> </ul>
<p><b>ASSESSMENT</b></p> <p><b>Teacher Assessment</b></p> <p>Business Ownership – AO1, AO2, AO3</p> <p>Stakeholders – AO1, AO2, AO3</p> <p>Financial Terms &amp; Calculations – AO1, AO2</p> <p><b>Self/Peer Assessment</b></p> <p>Setting aims and objectives – AO1</p> <p>Business Location – AO1, AO2</p> <p>Break-even – AO1, AO2</p> <p><b>Standard Assessment</b></p> <p>Business Organisation – AO1, AO2, AO3</p> <p>Finance – AO1, AO2, AO3</p>	<p><b>ASSESSMENT</b></p> <p><b>Practical Assessment</b></p> <p>Mosaic Enterprise Challenge</p> <p><b>Self/Peer Assessment</b></p> <p>Good Customer Services – AO1, AO2</p> <p><b>Standard Assessment</b></p> <p>Marketing – AO1, AO2, AO3</p> <p><b>Year 9 Examination</b></p> <p>Business Organisation, Finance, Influences</p>	<p><b>ASSESSMENT</b></p> <p><b>Self/Peer Assessment</b></p> <p>Ethics AO1, AO2 &amp; AO3</p> <p><b>Standard Assessment</b></p> <p>Influences – AO1, AO2, AO3</p>