



Key Stage 4 Enterprise and Marketing Curriculum Plan

KS4 Curriculum Intent - To equip students with the knowledge and skills to achieve success in the ever-changing world of work.

Year 10 LTP

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Unit covered	Component 1: Exploring Enterprises	Component 1: Exploring Enterprises	Component 3: Promotion and Finance for Enterprise	Component 3: Promotion and Finance for Enterprise	Component 1: Exploring Enterprises	Component 1: Exploring Enterprises
Assessment	Assignment 1 (Learning Aim A: Examine the characteristics of enterprises)	Assignment 2 (Learning Aim B: Explore how market research helps enterprises to meet customer needs and understand competitor behaviour)	Assessment A: Promotion Assessment B: Financial Documents	Assessment C: Finance External Exam	Assignment 3 (Learning Aim C: Investigate the factors that contribute to the success of an enterprise.)	Assignment 3 (Learning Aim C: Investigate the factors that contribute to the success of an enterprise)
Interleaving	Learning Aim A topics	Learning Aim B topics	Component 3 topics	Component 3 topics	Learning Aim C topics	Learning Aim C topics

Year 11 LTP

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Unit covered	Component 2: Planning for and pitching an enterprise	Component 2: Planning for and pitching an enterprise	Component 2: Planning for and pitching an enterprise	Component 2: Planning for and pitching an enterprise	Course finished	Course finished
Assessment	Assignment 1 (Learning Aim A: Explore ideas and plan for a micro-enterprise activity)	Assignment 1 (Learning Aim A: Explore ideas and plan for a micro-enterprise activity)	Assignment 2 (Learning Aim B: Pitch a micro-enterprise activity)	Assignment 2 (Learning Aim B: Pitch a micro-enterprise activity)	Course finished	Course finished
Interleaving	Learning Aim A topics	Learning Aim A topics	Learning Aim B topics	Learning Aim B topics	Course finished	Course finished