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| **Subject: - Business Enterprise** | | | | | | |
|  | **Autumn 1** | **Autumn 2** | **Spring 1** | **Spring 2** | **Summer 1** | **Summer 2** |
| **Year 10** | **Unit Name:**  Introduction to Business  **Unit Description**  In this unit the student will be able to understand what is meant by a business, market and the differences between the types of industry such as primary; secondary and tertiary. Analysing the difference between wants and good for the customer, while looking at both the factors and the chain of production | **Unit Name:**  Different types of Businesses  **Unit Description**  In this unit of work the students will be learning the different between businesses which produce goods and services; what are stakeholders and their importance. Considering how businesses depend on each other with real life examples. | **Unit Name:**  Business Enterprise Project  **Unit Description**  In this unit the students will work as group to carry out enterprise activities by making a list of ideas for a business enterprise project, construct a business plan, research in to the costs of materials | **Unit Name:**  Marketing and launching a new product  **Unit Description**  In this unit of work the students will be learning about the importance of logo’s, slogans, advertising, market research and a promotional letter to a business. Applying this to a business of their own. | **Unit Name:**  Business Enterprise Project  **Unit Description**  In this unit the students will work together to finance the cost of buying the products, the operating and production of the products | **Unit Name:**  Setting up a summer sale  Individual project  **Unit Description**  In this unit the students will be focusing on sales in a business. Looking at how to present your stall, dealing with customers, dealing with finances and to understand the health/safety elements.  A local business project will be researched by looking at what makes them successful in their journey? |
| **Year** |  |  |  |  |  |  |
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