



Year 9 BTEC Enterprise - Knowledge Overview – Spring 1

Subject: BTEC Tech Award in Enterprise				
Year group: Year 9		Component 2	Date (from and to): Spring term 1	
Weeks	Big question / concept:	Learning intentions:	Resources	
			Offline:	Online including links on how to access these:
Week 1 4.1.2021	Component 2 – Coursework Research – Starting your own Micro Enterprise	A skills audit by students, to consider: leadership, personal and communication skills required • technical and practical skills required	Personal Audit Sheet to complete.	Please watch the instructional video on the lesson. PowerPoint L1Skills Audit Task to complete uploaded: Skills audit to complete
Week 2 11.1.2021	Different types of market research Why market research is necessary for an enterprise? Advantages and disadvantages of market research	Primary, secondary research discussions and how best to use in the enterprise context provided	Complete task on Advantages and disadvantages of Primary and Secondary research	Please watch the instructional video on the lesson titled Primary research: PowerPoint L2 Market research Slides 1-9 Task to complete uploaded: Advantages and disadvantages of market research
Week 3 18.1.2021	Market Research: Questionnaire development	Teacher to show example questionnaires with class discussion and focus on both design and use of IT skills. Plenary activity: Students identify one piece of research that they can collect before the next lesson and make a note of this to remind them	Create a design for a questionnaire on paper using the example. Students to create a 10 – 15 questions long questionnaire to research and identify the types of enterprise required in the Dewsbury area	Please watch the instructional video on the lesson titled Salah: L2 Market research PowerPoint L2 Market Research Slides 9 – 15 Students to create a 10 – 15 questions long questionnaire to research and identify the types of enterprise required in the Dewsbury area

<p>Week 4 25.1.2021</p>	<p>Questionnaire Analysis</p>	<p>Student to spend lesson time and non-supervised time designing, completing and collating market research to inform their business idea before starting the assessment for Learning aim A.</p>	<p>Student to spend lesson time and non-supervised time designing, completing and collating market research to inform their business idea before starting the assessment for Learning aim A.</p> <p>Use teacher example of questionnaire to help with the questionnaire.</p>	<p>Please watch the instructional video on the lesson titled questionnaire analysis</p> <p>Task: Students to complete paragraph summarising their results</p>
<p>Week 5 & 6 1.2.2021 & 8.2.2021</p>	<p>Generating ideas for a micro- enterprise activity</p>	<ul style="list-style-type: none"> • The teacher leads students through the factors to be considered when selecting ideas. • Working individually, students evaluate the thought showers of ideas produced in the previous lesson and colour code them according to whether an idea should be dropped (red), be considered in more detail (amber) or could work well and be developed further (green). 	<p>Students consider a range of micro-enterprise ideas, such as starting a computer repair business, opening a clothes shop or making products. discuss the issues an entrepreneur must consider when selecting an idea.</p>	<p>Complete student task 3 generating ideas</p>