



MAGHULL HIGH SCHOOL – CURRICULUM MAP

Unit:	Learning aim A	Learning aim A	Learning aim A	Learning aim A	Learning aim A
LESSON TOPIC QUESTION(S)	A1: What is an enterprise?	A2 What are the types and Characteristics of SME?	A3 What is the purpose of enterprises?	A4 Do you know any successful Entrepreneurs?	CW Have you wrote up your LOA?
Knowledge & Skills development	Be able to explain what an enterprise is and how are they successful Definition of SME Characteristics of SME Describe the aims of an enterprise and the pressures they face Discuss the types of products and services they offer What are the characteristics of an entrepreneurs Skills for success				
Assessment / Feedback Opportunities	Formative Assessment Classroom activity - Class Discussion - Questioning pupils – verbal feedback			Summative assessment CW assessment	
Key Vocabulary	Goods – Services – Enterprises – Competition – Customers – retaining – Customer service – Reputation – Innovation – Micro – Small – Medium – Sole trader – Partnership – Ltd – Profit – Surviving – Expanding – Maximising Sales – Characteristics – Interpersonal – Communication				
Literacy/Reading opportunities	Self-Made: Definitive guide to business startup success The new business road test Brand Brilliance 100 things successful people do Any autobiography from successful entrepreneur (Steve Jobs, Arianna Huffington, Richard Branson, Warren Buffett, Bill Gates, Duncan Bannatyne)				
Cross Curricular Themes	ICT - Digital research methods Use of range of software				

Personal Development (Including British Values, RSE, Citizenship)	Consider the different businesses, their purpose in the community. What skills do they posess? How do these support the business? Consider social enterprises.
Career Opportunities	SME, Entrepreneurs