



## 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 Have you thought of choosing ideas for a micro-enterprise – Business 1?	A1 Have you thought of choosing ideas for a micro-enterprise – Business 2?	A1 How can you generation of ideas and choose your final chose?	A1 What will make me reject ideas?	A1 How will you know if the idea is successful?
Knowledge & Skills development	Ideas for a realistic micro-enterprise Factors to be considered Skills of learners to be considered				
Assessment / Feedback Opportunities	Formative Assessment Classroom activity - Class Discussion - Questioning pupils – verbal feedback – exam questions – end of section coursework			Summative assessment CW assessment	
Key Vocabulary	Innovation, context, markets, resources, financial forecast, costing, pricing, communication, promotion, customers				
Literacy/Reading opportunities	Learners could be given the opportunity to use technology or face to face to interview an entrepreneur if this is feasible. Videos on YouTube of focus groups in progress – for example, Our Favorite Funny Focus Group Videos - Food & Drink Resources (foodanddrinkresources.com) and Campden BRI Consumer Panel - YouTube. The University of Derby has a video explaining how focus groups work (What makes a good focus group? - Advanced qualitative methods - YouTube_)  Learners should be shown some SME News programmes and articles to highlight changes in consumer tastes. Changing tastes towards a more plant-based diet could be considered as can consumers tastes to try and avoid single use plastic and how these have impacted enterprises. The following websites may be useful: <a href="https://www.thefoodmarketingexperts.co.uk/shift-to-non-plastic-for-small-and-start-up-brands/">https://www.thefoodmarketingexperts.co.uk/shift-to-non-plastic-for-small-and-start-up-brands/</a> And <a href="https://www.forbes.com/sites/christophermarquis/2021/03/02/plant-based-foods-are-our-future-andentrepreneurs-are-helping-us-make-the-shift/?sh=2c35dada51f5">https://www.forbes.com/sites/christophermarquis/2021/03/02/plant-based-foods-are-our-future-andentrepreneurs-are-helping-us-make-the-shift/?sh=2c35dada51f5</a>				
Cross Curricular Themes	Use of technology Digital research methods Use of range of software				

<b>Personal Development (Including British Values, RSE, Citizenship)</b>	<ul style="list-style-type: none"><li>• Developing critical thinking and debate skills.</li><li>• Skills like teamwork, communication, and problem-solving.</li></ul>
<b>Career Opportunities</b>	Business adviser – Business analyst – Business development manager – Entrepreneur SME, Entrepreneurs