



Unit: Enterprise Project	Lesson 1	Lesson 2	Lesson 3	Lesson 4	Lesson 5	Lesson 6	Lesson 7 & 8
LESSON TOPIC QUESTION(S)	What is a business plan?	How can a business plan help a business?	What is the purpose of a business pitch?	How can a business pitch be effective?	Can I persuade people with my business pitch?	Can I persuade people with my business pitch?	How to meet demand?
Knowledge & Skills development	<p align="center">Theory Knowledge</p> <p><i>How business conduct research to find out about their customer needs</i></p> <p><i>How people can obtain support for their business idea</i></p> <p><i>The importance to plan a business to help it be successful</i></p> <p><i>Effective presentation skills – verbal, nonverbal and digital</i></p>				<p align="center">Digital Skills</p> <p><i>Be able to record findings and store files in a structured way</i></p> <p><i>Be able to use a variety of software packages including word processing, presentation, cloud-based services and graphic packages to meet a brief</i></p> <p><i>Be able to use automation to effectively conduct primary research</i></p> <p><i>Be able to combine information from a variety of sources to create different documents</i></p>		
Assessment / Feedback Opportunities	<p>Formative Assessment</p> <p>Workbook activity</p> <p>Class Discussion</p> <p>Questioning pupils</p> <p>Verbal Feedback</p> <p>Live Marking</p>				<p>Summative assessment</p> <p>Student Portfolio</p>		
Key Vocabulary	Logo, Primary Research, Secondary Research, Customers, Target Markets, Persuading, Audiences, Inform, Marketing, Demographics						
Literacy/Reading opportunities	<p>Books</p> <p>The Diary of a CEO: The 33 Laws of Business and Life</p> <p>ShoeDog : A memoir by the creator of Nike</p> <p>We Can All Make It</p> <p>Big Ideas for Small Businesses</p> <p>Website for technology news</p> <p>https://newsforkids.net/category/all_news/science/technology/</p> <p>https://www.dogonews.com/category/technology</p>						

Cross Curricular Themes	Effective research Use of software packages
Personal Development (Including British Values, RSE, Citizenship)	Respectful communication Working with others
Career Opportunities	Digital Marketing Manager, Content Creator, Brand Manager, Marketing Coordinator, Graphic Designer, Market Research Analyst