















Business and Enterprise Learning Journey





“Dreams do not come true just because you dream them. It’s hard work that makes things happen. It’s hard work that creates change.” **Shonda Rhimes, producer and entrepreneur**

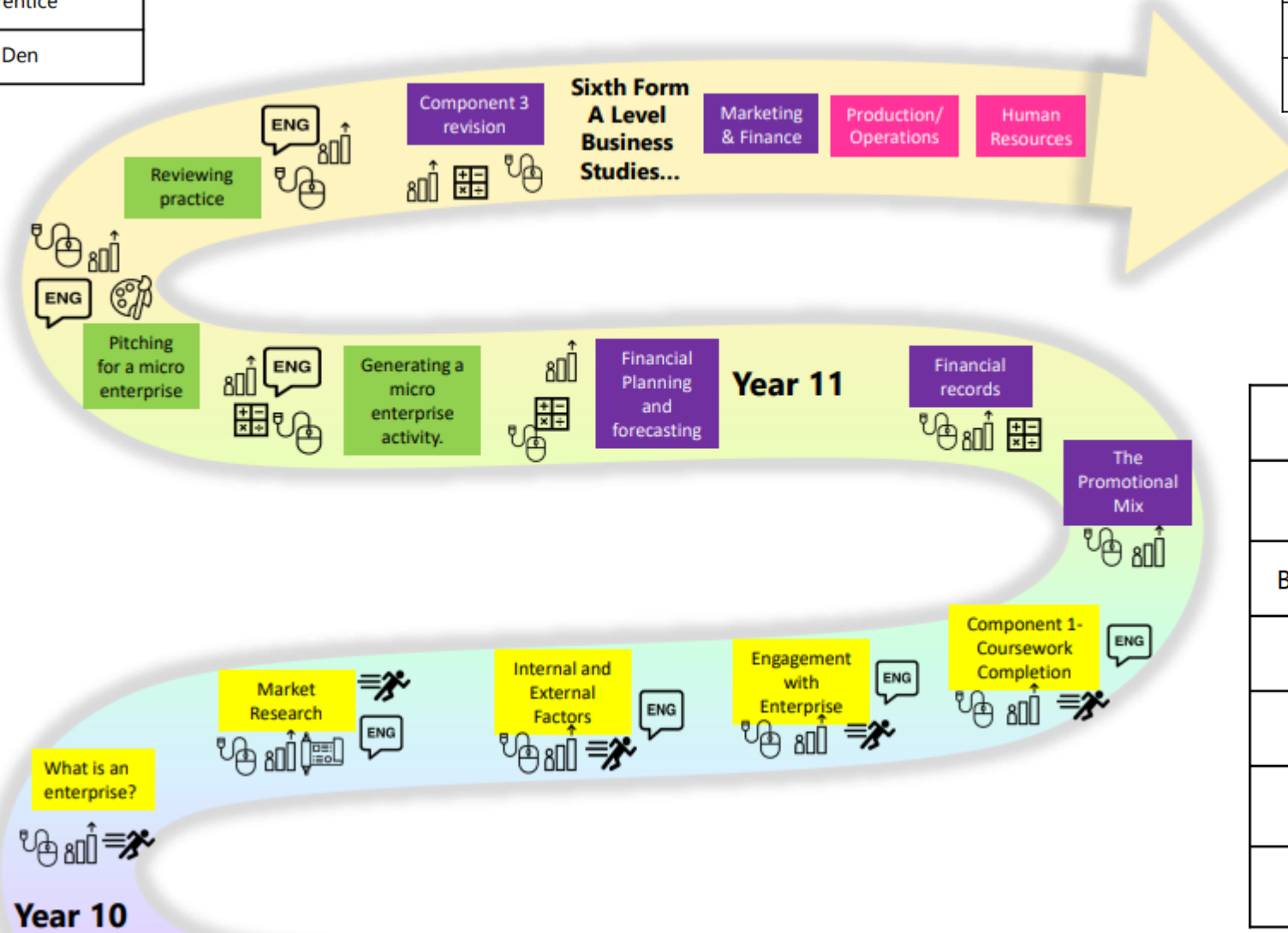
NC Skills	
1	Mathematical Fluency
2	Reason Mathematically
3	Solve problems

TV Programmes	
1	The Apprentice
2	Dragons Den

Read like a Businessman	
The Economist	https://www.economist.com/business
Which	https://www.which.co.uk/
	FIRST-TIME ENTREPRENEUR?: Set Your Strategy, Master Your Mindset and Turn Your Business Idea Into Reality.
	Teenpreneur: How to build a business in your teens
	Social Media Marketing Guide 2021 2 Books in 1: Gain Customers Through Instagram, Facebook, Youtube, and Twitter

Curriculum Links			
	Science		MFL
	English		ICT
	P.E/ Sport		RE
	Geography		Careers
	Art		PHSE/ Citizenship
	DT/ Engineering		History
	Music		Maths

Key Concepts:		Sub Concepts:	
	Exploring Enterprises.	A	Examining the characteristics of an enterprise.
	Planning and Pitching an Enterprise	B	Market research.
	Promotion and Finance.	C	Internal and external factors.
	Operations	E	Generating micro enterprise activity.
		F	Pitching for a micro enterprise.
		G	Reviewing practice.
		H	The promotional mix.
		I	Financial records.
		J	Financial planning and forecasting.



Business Careers	
Accountant	Human Resources
Business advisor	Marketing
Consultant	Project Manager
Data analyst	Sales Advisor
Stock market analyst	Teacher / Lecturer
Entrepreneur / CEO	Brand specialist