

Year 10 – Enterprise – Knowledge Map Example

Year 10 Knowledge Concepts:

		Topic(s): The goods/services and characteristics of Enterprises	Key Concepts Explored:	
Autumn 1 (Yr10)	Explicit Knowledge (Working knowledge to be explicitly taught within the topic)		Remembered Knowledge (knowledge that must be retained and remembered over time)	
	<p>Component 1: Exploring Enterprises. Learning aim A: Examine the characteristics of enterprises</p> <p>A1 What is an enterprise?</p> <ul style="list-style-type: none"> ✚ Enterprises carry out one or more activities, such as being involved with goods, services or both. ✚ Most enterprises face some kind of competition. ✚ Enterprises need to attract and keep customers happy and often face difficulties in capturing and retaining customers. ✚ The role of customer service in attracting new customers, securing repeat purchase, customer loyalty and an improved reputation. ✚ Enterprises use creativity and innovation to meet customers' needs by identifying gaps in the market for goods or services, or by identifying a market for new goods or services. ✚ Reasons why some enterprises fail. <p>A2 Types and characteristics of small and medium enterprises (SMEs)</p> <ul style="list-style-type: none"> ✚ Definition of SMEs: <ul style="list-style-type: none"> o micro – up to 10 people o small – between 11–49 staff o medium – between 50–249 staff. ✚ Characteristics of SMEs: <ul style="list-style-type: none"> o run by a single individual or small team of people o small number of employees o type of ownership – sole trader, partnership, ltd. Owners, liability, legal status, pros and cons. 		Ref.	
			<p>What is an enterprise? <i>Goods, services or both</i></p> <p>How do enterprises compete? <i>Price, location, quality, choice of goods/services and convenience</i></p> <p>How do enterprises keep customers? <i>Customer service, high quality goods/services, price</i></p> <p>What are the different sizes and ownerships available?</p> <p><i>Sole traders – owned by one person</i></p> <p><i>Partnerships – owned by 2-20 people</i></p> <p><i>Ltd – shareholders. Shared traded between friends, family and close associates.</i></p> <p><i>PLC – shareholders. Shares traded on stock markets.</i></p>	<p>A1</p> <p>A1</p> <p>A1</p> <p>A2</p>

	o physical location and/or operate online.	
<p>Big Questions</p> <ol style="list-style-type: none"> 1. What do Enterprises do? 2. How do enterprises compete? 3. What do consumers need? 4. What different types of ownership are available to enterprises? 		
<p>Key Vocabulary (that must be explicitly taught to help students to <i>understand</i>)</p> <p>Goods (physical that can be touched and tangible. Often consumed or used)</p> <p>Services (intangible and often someone doing something for you)</p> <p>Competition (other enterprises that offer a similar good/service)</p> <p>Customers and needs (low price, high quality, customer service and convenience)</p> <p>Location – (Physical/Online)</p> <p>Employer/Employee (employer owns the enterprise and employee works for the enterprise)</p> <p>Entrepreneur – the person who takes the risk to start their own enterprise.</p>		