

## Year 9 – Enterprise

### National Curriculum ‘Plus’

**Subject: Enterprise**

**Project Title: An entrepreneurial Adventure**

<b>Key Objectives</b>	<b>Key Knowledge Covered:</b>	<ul style="list-style-type: none"><li>➤ What an enterprise is</li><li>➤ Ideas of possible adventures and considerations to be explored such as realism, competition and customers wants and needs</li><li>➤ The aims of an enterprise: financial and non-financial</li><li>➤ Promotional planning: methods, segmentation, attracting new, repeat and loyal customers</li><li>➤ The importance of a persuasive promotion</li><li>➤ Financial planning</li><li>➤ Expanding and developing the business from local – national - international (time dependant)</li></ul>
	<b>Key Skills Covered:</b>	<ul style="list-style-type: none"><li>➤ Develop a skill of planning where and why an enterprise may be placed where it'll be placed.</li><li>➤ Developing planning documents which are engaging and draw the reader in – if we want an investor and lender to be interested we need to make what we present to them interesting.</li><li>➤ Adobe Fireworks: Creation of a print advertisement</li><li>➤ Persuasive techniques: These are to be included in the print advertisement</li><li>➤ Microsoft Excel skills: These are to be explored during the financial planning element</li><li>➤ Develop a skill of product or enterprise development from local enterprise to something much larger.</li></ul>
<b>How is this project designed so it covers and goes beyond the National Curriculum?</b>	<p>This project takes some of the Computing curriculum whilst simultaneously exploring the new area of enterprise. The pupils are exposed to a wider thinking of enterprise to support a growth mind-set whilst undertaking creative projects that involve selecting, using, and combining multiple applications to achieve challenging goals.</p> <p>The project gives all learners the chance to explore persuasive techniques and bring these together with knowledge and skill of Adobe Fireworks to create, re-use, revise and re-purpose digital artefacts for a given audience, with attention to trustworthiness, design and usability for an enterprise of their choosing. They have to consider their local area of residence and therefore this is something which can be very unique to the individual group whilst rooted in the foundations of enterprise knowledge.</p>	