

**AUTUMN 1**

**AUTUMN 2**

**SPRING 1**

**SPRING 2**

**SUMMER 1**

**SUMMER 2**

**YEAR 10**

**Component 1 - Exploring Enterprises**

- LA A – What is an enterprise? Types and characteristics of small and medium enterprises, purposes of enterprise, entrepreneurs.
- LA B – Customer needs, using market research to understand customers and competitors.
- LA C – Impact of internal and external factors, SWOT & PEST analysis, measuring the success of a SME.

**Component 2 – Planning for and Pitching an Enterprise Activity**

- LA A – Generating ideas for a micro – enterprise activity, produce a business plan for their chosen idea.
- LA B – Produce a presentation and pitch a business idea.
- LA C – Review and reflect on the business idea and pitch.

**YEAR 11**

**Component 2**

Planning for and Pitching an Enterprise Activity.

**Component 3 – Promotion and Finance for Enterprise**

- LA A – Promotional mix, target market, segmentation, choice of promotion methods.
- LA B – Financial documents, payment methods, revenue and costs, profit and loss, balance sheet, accounting ratios.
- LA C – Cash flow, financial forecasting, break even, sources of business finance.