

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.

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.

Component 1 - Exploring Enterprises

- LA B – Customer needs, using market research to understand customers and competitors.

YEAR 11

Component 1 - Exploring Enterprises

- 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.

**Component 3 – Promotion and Finance for Enterprise
Resit Opportunity
May**