

## Subject: Enterprise

### What students are learning through Year 10 and Year 11:

	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6	
Year 10	<p><b>Component 1: Learning Aim A: Examine the characteristics of enterprises</b></p> <ul style="list-style-type: none"> <li>Types of Enterprises (Micro, Small, Medium)</li> <li>Ownership Types (Sole Traders, Partnerships, PLC's)</li> <li>Purposes, Objectives &amp; Aims of Enterprises (Profit, Expansion, Survival etc)</li> <li>Entrepreneurial Skills and Characteristics (Innovation, Determination, Resilience etc)</li> </ul>		<p><b>Component 1: Learning Aim B: Explore how market research helps enterprises to meet customer needs and understand competitor behaviour</b></p> <ul style="list-style-type: none"> <li>Customer Wants &amp; Needs (Good-Value, Rapid Response, Honesty)</li> <li>Market Research (Qualitative &amp; Quantitative Research, Primary &amp; Secondary Research)</li> <li>Competitor Analysis</li> </ul>	<p><b>Component 1: Learning Aim C: Investigate the factors that contribute to the success of an enterprise</b></p> <ul style="list-style-type: none"> <li>Factors Contributing to Success &amp; Failure of Enterprises (Internal Factors i.e. the market, planning, finances. External Factors i.e. competitors, changes to cost, environmental and governmental changes)</li> <li>Measuring Success (Sales, Market Share, Profit etc)</li> <li>Situational Analysis</li> </ul>	<p><b>Component 2: Learning Aim A: Explore ideas and plan for a micro-enterprise activity &amp; Learning Aim B: Pitch a micro-enterprise activity</b></p> <ul style="list-style-type: none"> <li>Generating &amp; Selecting Ideas</li> <li>Factors to Consider (Financial, Communication and Promotion, Market Size, Resources etc)</li> <li>Skills Audit</li> <li>Aims</li> <li>Goods and Services</li> <li>Risk Assessments</li> <li>Financial Documents</li> <li>Pitching Ideas</li> <li>Presenting a Business Pitch</li> <li>Presentation skills</li> <li>Communication Skills</li> </ul>		
Year 11	<p><b>Component 3: Promotion &amp; Finance for Enterprise</b></p> <ul style="list-style-type: none"> <li>Promotion &amp; Advertising Opportunities (Moving Image, Print, Ambient, Audio etc), Types of Markets (B2C &amp; B2B), Segmenting the Market (Demographic, Geographic, Psychographic, Behavioural), Financial Records &amp; Documents</li> </ul>	<p><b>Component 3: Promotion &amp; Finance for Enterprise</b></p> <ul style="list-style-type: none"> <li>Profitability &amp; Liquidity</li> <li>Financial Planning &amp; Forecasting (Cashflow data, improving cash flow, break-even analysis etc)</li> <li>Sources of Business Finance (Owner Funds, Retained Profit, Loans etc)</li> </ul> <p><b>February Exam Assessment</b></p>		<p><b>Component 2: Learning Aim B: Pitch a micro-enterprise activity &amp; Learning Aim C: Review own pitch for a micro-enterprise activity.</b></p> <ul style="list-style-type: none"> <li>Revisiting topics from Y10 HT 5 &amp; 6 to complete Component 2</li> <li>Reviewing Pitches (Clarity, Viability, Professionalism etc)</li> </ul>	<p><b>Component 3: Promotion &amp; Finance for Enterprise</b></p> <ul style="list-style-type: none"> <li>Revisiting topics from Y11 HT 1, 2 &amp; 3 in advance of resit of exam</li> </ul> <p><b>May Exam Assessment</b></p>		