

Concept	Explanation of concept
Exploring enterprise	The generation of business invention and innovation
Planning enterprise	Bringing an idea to reality
Business environment	The market characteristics that businesses operate within
Business roles and responsibilities	The day-to-day operations of business owners/managers
Financial management	Producing, adapting and using financial records
Marketing strategies	Determining marketing strategies within differing business contexts.

September 2021- July 2022	Half term 1	Half term 2	Half term 3	Half term 4	Half term 5	Half term 6
Year 10						
Learning	Component 2: Learning aim A: Explore ideas and plan for a micro-enterprise activity A1. Generating ideas for a micro-enterprise idea Factors to be considered when making final decision on their idea; - Competition analysis, conducting market research (quantitative research), analysis of results	C2/A2 Plan for a micro-enterprise activity : Business Plan; - financial and non-financial objectives - 4's of Marketing to include Product (target market, features and benefits, USP), Price, Place and Promotion (promo methods, costs and examples produced), - Competition analysis	C2/A2 Plan for a micro-enterprise activity : Business Plan- Organising a project (ghannt chart) - Financing the start-up (start-up & running costs) - Key financial documents (break-even, cash-flow forecast) - Choices of business finance - Human resources requirements - Risk assessment and contingency planning	C2/B1 & B2: Pitch a micro-enterprise activity; - B1 Pitching a micro-enterprise activity • Pitching: presenting key elements of a business plan logically. B2 Presenting a business pitch • Presentation skills: • Communication skills: Learning aim C: Review own pitch for a micro-enterprise activity - C1 Using feedback and review to identify possible changes to the pitch • Receive feedback from audience - Reviewing plan and personal performance, reflecting on feedback gathered • Recommending improvements:	A1 Elements of the promotional mix and their purposes; Learners will explore the different methods of promotion used by enterprises, their suitability for different sizes of enterprise, including the factors they consider when choosing the most appropriate. A2 Targeting and segmenting the market. Learners will consider why an enterprise targets its market, and the impact this has on promotion.	A3 Factors influencing the choice of promotional methods. Learners will consider the factors affecting the choice of promotional method for an enterprise.
Concepts	Exploring enterprise	Planning enterprise, Business roles and responsibilities	Planning enterprise financial management	Planning enterprise, Roles and responsibilities	Marketing strategies	Marketing strategies
Sticking Points Common Misconceptions	Realistic choices for a small start-up business. Financiang a business start-up. Success rates of business start-ups.	SMART objectives - not specific enough (unachievable for a small start-up) Target market - describing who their customer will be	Use of a ghannt chart, calculating the opening balance, closing balance = profit, difference between wage and salary.	Developing the ability to give and receive constructive feedback.	Promotion (marketing) and being promoted in a workplace. Factors affecting choice of promotion - being able to link marketing objectives and product life cycle.	Budget for marketing is limited depending on size and profit made.
AOs	A.1P1 Identify three potential ideas for micro-enterprise activities, using market research. A.1M1 Outline three potential ideas for micro-enterprise activities, using market research. A.2P1 Describe three potential ideas for micro-enterprise activities obtained using market research.	A.1P2 Prepare an outline plan for a final micro-enterprise activity. A.1M2 Prepare an outline plan for a final micro-enterprise activity, giving some reasons for choice of final idea. A.2P2 Prepare a realistic plan for a final micro-enterprise activity, fully explaining reasons for choice of final idea. A.2M1 Prepare a detailed, well-structured realistic plan for a final micro-enterprise activity, giving detailed reasons for choice of idea supported by individual research. A.2D1 Prepare a comprehensive and realistic plan for a final micro-enterprise activity, supported by clear individual research.	A.1P2 Prepare an outline plan for a final micro-enterprise activity. A.1M2 Prepare an outline plan for a final micro-enterprise activity, giving some reasons for choice of final idea. A.2P2 Prepare a realistic plan for a final micro-enterprise activity, fully explaining reasons for choice of final idea. A.2M1 Prepare a detailed, well-structured realistic plan for a final micro-enterprise activity, giving detailed reasons for choice of idea supported by individual research. A.2D1 Prepare a comprehensive and realistic plan for a final micro-enterprise activity, supported by clear individual research.	B.1P3 Deliver a pitch of the outline plan, demonstrating communication and presentation skills. B.1M3 Deliver a pitch of the outline plan, demonstrating appropriate communication and presentation skills. B.2P3 Deliver a pitch of the plan, demonstrating a range of appropriate communication and presentation skills. B.2M2 Deliver a confident pitch of the plan to an audience, demonstrating good communication and presentation skills. B.2D2 Deliver an effective pitch of the plan to an audience, demonstrating excellent communication and presentational skills. C.1P4 Identify the elements of the business plan that contributed to success of the pitch. C.1M4 Outline the elements of the business plan that contributed to the success of the pitch. C.2P4 Describe the elements of the business plan that contributed to the success of the pitch. C.2M3 Analyse the success of the plan and pitch, giving detailed examples, and suggesting improvements. C.2D3 Evaluate the success of the plan and pitch, and	AO1 Demonstrate knowledge and understanding of elements of promotion and financial records AO2 Interpret and use promotional and financial information in relation to a given enterprise AO3 Make connections between different factors influencing a given enterprise AO4 Be able to advise and provide recommendations to a given enterprise on ways to improve its performance	AO1 Demonstrate knowledge and understanding of elements of promotion and financial records AO2 Interpret and use promotional and financial information in relation to a given enterprise AO3 Make connections between different factors influencing a given enterprise AO4 Be able to advise and provide recommendations to a given enterprise on ways to improve its performance

<p>Learning</p>	<p>B Financial records; B1 Financial documents, B2 Payment methods, B3 Sources of revenue and costs, B4 Terminology in financial statements, B5 Statement of comprehensive income. Learners will complete and interpret a statement of comprehensive income using given figures, and suggest appropriate actions. B6 Statement of financial position. Learners will complete and interpret a statement of financial position using given figures, and suggest appropriate actions. B7 Profitability and liquidity. Learners will interpret statements of comprehensive income and of financial position to calculate ratios.</p>	<p>C Financial planning and forecasting; Learners will complete cash flow forecasts, and investigate the effects of positive and negative cash flow on an enterprise. C1 Using cash flow data, C2 Financial forecasting, C3 Suggesting improvements to cash flow problems. C4 Break-even analysis and break-even point; Learners will construct and interpret a break-even chart, and recognise its limitations. C5 Sources of business finance; Learners will consider why enterprises may plan different sources of finance for different purposes or at different stages and the relevance of each source.</p>	<p>Learning aim A: Examine the characteristics of enterprises Learners examine local SMEs that would provide contact beyond desk based research. For more details on types of SMEs. A1 What is an enterprise? A2 Types and characteristics of SMEs. A3 The purpose of enterprises, Aims and objectives. A4 Entrepreneurs - REasons for starting own business, characteristics of successful entrepreneurs and the skills required for success.</p>	<p>Learning aim B: Explore how market research helps enterprises to meet customer needs and understand competitor behaviour. B1 Customer needs, The importance of anticipating and identifying customer needs. B2 Using market research to understand customers. B3 Understanding competitors.</p>	<p>Learning aim C: Investigate the factors that contribute to the success of an enterprise Learners will investigate why enterprises are successful, looking at the impact of factors both inside and outside the control of the enterprise, and investigate ways in which SWOT and PEST analysis can be used to support decision making. C1 Internal factors - Factors within the control of the enterprise that can impact positively or negatively on costs. C2 External factors - Factors outside the control of the enterprise that can impact positively or negatively on costs. C3 Situational analysis - Using situational analysis to identify how internal and external factors might affect an enterprise. C4 Measuring the success of an SME.</p>	
<p>Concepts</p>	<p>Financial management</p>	<p>Financial management</p>	<p>Exploring enterprise, Roles and Responsibilities, Business environment</p>	<p>Roles and Responsibilities, Business environment</p>	<p>Roles and Responsibilities, Business environment</p>	
<p>Sticking Points Common Misconceptions</p>	<p>How to calculate a discount and VAT - VAT added after the discount The differences between debit and credit cards (interest added to credit cards) Difference between creditors and debtors difference between gross and net profit. The meaning of liquidity. Calculating percentages.</p>	<p>Closing balance is profit, calculating closing balance, margin of safety, break-even is a monetary amount rather than number of units</p>	<p>size of businesses is not the physical size but the number of employees</p>	<p>Difference between qualitative and quantitative research data. Interpreting the results of market research.</p>	<p>Identifying the effects on COSTS of the factors discussed in PESTLE or SWOT analysis.</p>	
<p>AOs</p>	<p>AO1 Demonstrate knowledge and understanding of elements of promotion and financial records AO2 Interpret and use promotional and financial information in relation to a given enterprise AO3 Make connections between different factors influencing a given enterprise AO4 Be able to advise and provide recommendations to a given enterprise on ways to improve its performance</p>	<p>AO1 Demonstrate knowledge and understanding of elements of promotion and financial records AO2 Interpret and use promotional and financial information in relation to a given enterprise AO3 Make connections between different factors influencing a given enterprise AO4 Be able to advise and provide recommendations to a given enterprise on ways to improve its performance</p>	<p>A.1P1 Identify the purpose, activities and aims of two contrasting local enterprises. A.1P2 Identify entrepreneurial characteristic and skills demonstrated in each selected local enterprise. A.1M1 Outline in detail how the activities and aims meet the purpose of two contrasting local enterprises. A.1M2 Outline how entrepreneurial characteristics and skills support the purpose of each selected local enterprise. A.2P1 Compare the purpose, activities and aims of two contrasting local enterprises. A.2P2 Describe the entrepreneurial characteristic and skills demonstrated in each selected local enterprise. A.2M1 Analyse how entrepreneurial characteristics and skills support the purpose of a selected local enterprise. A.2D1 Assess how successful a selected local enterprise has been in achieving its main purpose.</p>	<p>B.1P3 Identify how two local selected enterprises use market research to meet customer needs and understand competitor behaviour. B.1M3 Outline how two local selected enterprises use market research to meet customer needs and understand competitor behaviour. B.2P3 Explain how two selected enterprises use market research to meet customer needs and understand competitor behaviour. B.2M2 Discuss how market research methods are designed to meet customer needs and understand competitor behaviour in two selected enterprises. B.2D2 Assess the effectiveness of the market research methods used to meet customer needs and understand competitor behaviour in a selected enterprise.</p>	<p>C.1P4 Identify some ways in which internal factors are important for business success. C.1M4 Outline ways in which internal factors are important for business success. C.2P4 Explain ways in which internal factors are important for business success. C.2M3 Analyse how the internal and external factors determine the success of a selected enterprise. C.1P5 Identify some ways in which external factors are important for business success. C.1M5 Outline ways in which external factors are important for business success. C.2P5 Explain ways in which external factors are important for business success. C.2D3 Evaluate the most significant internal and external factors currently affecting a selected enterprise.</p>	