

STUDIO WEST SCHOOL LEARNING JOURNEY - Business



	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 10	<p>Exploring Enterprise A: Examine the characteristics of enterprises A2 Types and characteristics of small and medium enterprises (SMEs) 3 The purpose of enterprises A4 Entrepreneurs</p>	<p>Exploring Enterprises B: Explore how market research helps enterprises to meet customer needs and understand competitor behaviour B1 Customer needs B2 Using market research to understand customers. B3 Understanding competitors</p>	<p>Exploring Enterprises C: Investigate the factors that contribute to the success of an enterprise C2 External factors C3 Situational analysis C4 Measuring the success of an SME</p>	<p>Assessment Time Component 1 Exploring Enterprises. Choose and carry out research on one for-profit enterprise.</p>	<p>Promotion and Finance for Enterprise A: Promotion A1 Elements of the promotional mix and their purposes A2 Targeting and segmenting the market A3 Factors influencing the choice of promotional method</p>	<p>Promotion and Finance for Enterprise C: Financial planning and forecasting C1 Using cash flow data C2 Financial forecasting C3 Suggesting improvements to cash flow problems. C4 Break-even analysis and break-even point Sources of business finance</p>
Year 11	<p>Planning for and Pitching an Enterprise Activity A: Explore ideas, plan and pitch for a micro-enterprise activity A1 Generating idea for a micro-enterprise activity B: Pitch a micro-enterprise activity B2 Presenting a business pitch</p>	<p>Planning for and Pitching an Enterprise Activity A: Explore ideas, plan and pitch for a micro-enterprise activity A1 Generating idea for a micro-enterprise activity</p>	<p>Planning for and Pitching an Enterprise Activity A: Explore ideas, plan and pitch for a micro-enterprise activity A2 Plan for a micro-enterprise activity</p>	<p>Assessment Time Generating ideas for a realistic micro-enterprise. Finalising an idea for a realistic micro-enterprise considering: · resources available · financial forecasts · costing and pricing · methods of communication and promotion · potential customers · leadership.</p>	<p>Promotion and Finance for Enterprise B: Financial records B1 Financial documents B2 Payment methods B3 Sources of revenue and costs B4 Terminology in financial statements</p>	<p>Promotion and Finance for Enterprise B5 Statement of comprehensive income B6 Statement of financial position B7 Profitability and liquidity External Assessment</p>