



Curriculum Overview Business Enterprise KS4

	Year 10	Year 11
Autumn	<p>Overview COMPONENT ONE – EXPLORING ENTERPRISES</p> <p>Component One: pupils will examine different enterprises to develop their knowledge and understanding of the characteristics of enterprises and the skills needed by entrepreneurs.</p>	<p>Overview COMPONENT TWO – PLANNING AND PITCHING AN ENTERPRISE ACTIVITY</p> <p>Component Two: pupils will individually select an idea for a micro-enterprise activity to plan and pitch. They will individually pitch their business plan for their idea to an audience and then use the feedback to review their plan and pitch.</p>
	<p>Skills</p> <p>Learning aim A: Examine the characteristics of enterprises</p> <ul style="list-style-type: none"> - A1 What is an enterprise? - A2 Types and characteristics of SMEs - A3 The purpose of enterprises - A4 Entrepreneurs <p>Learning aim B: Explore how market research helps enterprises to meet customer needs and understand competitor behaviour</p> <ul style="list-style-type: none"> - B1 Customer needs - B2 Using market research to understand customers - B3 Understanding competitors 	<p>Skills</p> <p>Learning aim A: Explore ideas and plan for a micro-enterprise activity</p> <ul style="list-style-type: none"> - A1 Generating ideas for a micro-enterprise activity - A2 Plan for a micro-enterprise activity
	<p>Assessments</p> <ul style="list-style-type: none"> - Assignment 1A – Characteristics of Enterprises (10% of final grade) - Assignment 1B –The Importance of Market Research (10% of final grade) 	<p>Assessments</p> <ul style="list-style-type: none"> - Assignment 2A – Planning a Micro-Enterprise (10% of final grade)
Spring	<p>Overview COMPONENT THREE – PROMOTION AND FINANCE FOR ENTERPRISE</p> <p>Component 3: Students will analyse financial information in an enterprise context to monitor the performance of an enterprise and strategies to improve its performance. Pupils will investigate cash flow forecasts and statements, exploring the effects that positive and negative cash flow can have on an enterprise, and suggesting ways to improve them. Pupils will consider the different elements of the promotional mix in order to be able to identify target markets and put forward strategies that enterprises can use to increase their success in the future.</p>	<p>Overview COMPONENT TWO – PLANNING AND PITCHING AN ENTERPRISE ACTIVITY</p> <p>Component Two: pupils will individually select an idea for a micro-enterprise activity to plan and pitch. They will individually pitch their business plan for their idea to an audience and then use the feedback to review their plan and pitch.</p>
	<p>Skills</p> <p>Learning aim A: Promotion</p> <ul style="list-style-type: none"> - A1 Elements of the promotional mix and their purposes - A2 Targeting and segmenting the market - A3 Factors influencing the choice of promotional methods <p>Learning aim B: Financial records</p> <ul style="list-style-type: none"> - B1 Financial documents 	<p>Skills</p> <p>Learning aim B: Pitch a micro-enterprise activity</p> <ul style="list-style-type: none"> - B1 Pitching a micro-enterprise activity - B2 Presenting a business pitch



Curriculum Overview Business Enterprise KS4

	<ul style="list-style-type: none"> - B2 Payment methods - B3 Sources of revenue and costs - B4 Terminology in financial statements - B5 Statement of comprehensive income - B6 Statement of financial position - B7 Profitability and liquidity <p>Learning aim C: Financial planning and forecasting</p> <ul style="list-style-type: none"> - C1 Using cash flow data - C2 Financial forecasting - C3 Suggesting improvements to cash flow problems - C4 Break-even analysis and break-even point - C5 Sources of business finance 	
	<p>Assessments</p> <ul style="list-style-type: none"> - End of topic tests (Internal) - Mock exams (Internal) - Examination (External - 40% of final grade) <p>Provisional date – May 2022</p>	<p>Assessments</p> <ul style="list-style-type: none"> - Assignment 2B – Pitching to Potential Investors (10% of final grade)
<p>Summer</p>	<p>Overview COMPONENT ONE – EXPLORING ENTERPRISES</p> <p>Component One: pupils will examine different enterprises to develop their knowledge and understanding of the characteristics of enterprises and the skills needed by entrepreneurs.</p>	<p>Overview COMPONENT TWO – PLANNING AND PITCHING AN ENTERPRISE ACTIVITY</p> <p>Component Two: pupils will individually select an idea for a micro-enterprise activity to plan and pitch. They will individually pitch their business plan for their idea to an audience and then use the feedback to review their plan and pitch.</p>
	<p>Skills</p> <p>Learning aim C: Investigate the factors that contribute to the success of an enterprise</p> <ul style="list-style-type: none"> - C1 Internal factors - C2 External factors - C3 Situational analysis - C4 Measuring the success of an SME 	<p>Skills</p> <p>Learning aim C: Review own pitch for a micro-enterprise activity</p> <ul style="list-style-type: none"> - C1 Using feedback and review to identify possible changes to the pitch
	<p>Assessments</p> <ul style="list-style-type: none"> - Assignment 1C – Successful Enterprises (10% of final grade) 	<p>Assessments</p> <ul style="list-style-type: none"> - Assignment 2C – How Did I Do? (10% of final grade)



Curriculum Overview Business Enterprise KS4

OLDBURY ACADEMY			
Year 10 WEEKLY GUIDE - 2021-22			
WEEK BEGINNING	LESSON	ASSIGNMENT DEADLINES	TEACHER NOTES
6 th September 2021	Introduction to the course Component 1 - A1 What is an enterprise?		
13 th September 2021	Component 1 - A2 Types and characteristics of SMEs		
20 th September 2021	Component 1 - A3 The purpose of enterprises		
27 th September 2021	Component 1 - A4 Entrepreneurs		
4 th October 2021	Assignment Component 1 - 1A – Characteristics of Enterprises		
11 th October 2021	Assignment Component 1 - 1A - Characteristics of Enterprises		
18 th October 2021	Assignment Component 1 - 1A- Characteristics of Enterprises	Component 1 Assignment 1A Due Date 22nd October 2021	
25 th October 2021	Half Term		
1 st November 2021	Component 1 - B1 Customer needs		
8 th November 2021	Component 1 - B2 Using market research to understand customers		
15 th November 2021	Component 1 - B3 Understanding competitors		
22 nd November 2021	Assignment Component 1 - 1B – The importance of Market Research		
29 th November 2021	Assignment Component 1 - 1B – The importance of Market Research		
6 th December 2021	Assignment Component 1 - 1B – The importance of Market Research	Component 1 Assignment 1B Due Date 10th December 2021	
13 th December 2021	Assignment Component 1 – 1A - Characteristics of Enterprises - Amendments	Component 1 Assignment 1A Amendments Due Date 17th December 2021	
20 th December 2021	Half Term		
27 th December 2021	Half Term		
3 rd January 2022	Component 3 - A1 Elements of the promotional mix and their purpose		
10 th January 2022	Component 3 - A2 Targeting and segmenting the market		
17 th January 2022	Component 3 - A3 Factors influencing the choice of promotional methods		
24 th January 2022	End of Topic Test– Component 3 Learning Aim A Component 3 - B1 Financial documents		
31 st January 2022	Component 3 - B2 Payment methods Component 3 - B3 Sources of revenue and costs	Component 1 Assignment 1B Amendments – will need to be done as homework/session 6 Due Date 4th February 2021	
7 th February 2022	Component 3 - B4 Terminology in financial statements		



Curriculum Overview Business Enterprise KS4

14 th February 2022	Component 3 - B5 Statement of comprehensive income		
21 st February 2022	Half Term		
28 th February 2022	Component 3 - B6 Statement of financial position		
7 th March 2022	Component 3 - B7 Profitability and liquidity		
14 th March 2022	End of Topic Test– Component 3 Learning Aim B Component 3 - C1 Using cash flow data		
21 st March 2022	Component 3 - C2 Financial forecasting		
28 th March 2022	Component 3 - C3 Suggesting improvements to cash flow problems		
4 th April 2022	Component 3 - C4 Break-even analysis and break-even point		
11 th April 2022	Half Term		
18 th April 2022	Half Term		
25 th April 2022	Component 3 - C5 Sources of business finance End of Topic Test– Component 3 Learning Aim B		
2 nd May 2022	Mock Exam 1		
9 th May 2022	Mock Exam 2		
16 th May 2022	Component 1 - C1 Internal factors		
23 rd May 2022	Component 1 - C2 External factors		
30 th May 2022	Half Term		
6 th June 2022	Component 1 - C3 Situational analysis		
13 th June 2022	Component 1 - C4 Measuring the success of an SME		
20 th June 2022	Assignment Component 1 – 1C – Successful Enterprises		
27 th June 2022	Assignment Component 1 – 1C – Successful Enterprises		
4 th July 2022	Assignment Component 1 – 1C – Successful Enterprises	Component 1 Assignment 1C Due Date 4th July 2022	
11 th July 2022	Assignment Component 1 – 1C – Successful Enterprises Amendments		
18 th July 2022	Assignment Component 1 – 1C – Successful Enterprises Amendments	Component 1 Assignment 1C Amendments Due Date End of term	