

Curriculum Map: Year 11 Enterprise						
	Half Term 1	Half Term 2	Half Term 3	Half Term 4	Half Term 5	Half Term 6
Topic	Component 3: Marketing and financing for enterprise Marketing activities	Component 3: Marketing and financing for enterprise Financial Documents	Component 3: Marketing and financing for enterprise Budgeting	Component 3: Marketing and financing for enterprise (re-visit exam preparation)	Component 3: Marketing and financing for enterprise EXAM PREPERATION	
Intent	Learn about how different businesses use different methods to target customers through elements of promotion	Learn how to plan for business activity and the importance of cash using real life figures and applying mathematical knowledge.	Learn how to plan for business activity and the importance of cashflow and projected figures in decision making.	Learn about how different businesses use different methods to target customers & plan for business activity applying mathematical knowledge	Ensure students receive an ambitious curriculum and learn both academically and through practical application which inspire students to enter the world of business	
Lesson Intentions	Lesson 1: To understand the different types of market segmentation Lesson 2: To learn about the marketing mix - product Lesson 3: To learn about the marketing mix - price Lesson 4: To learn about the marketing mix - place Lesson 5: To learn about the marketing mix - promotion Lesson 6: To learn about the factors that influence marketing Lesson 7: To learn about the importance of trust, reputation and loyalty	Lesson 1: To learn about the 8 financial documents used during transactions Lesson 2: To learn about the different payment methods Lesson 3: To apply knowledge of financial documents and payment methods Lesson 4: To explain the sources of revenue and costs for a business Lesson 5: To interpret a profit and loss account Lesson 6: To interpret a balance sheet Lesson 7: To calculate profitability formulars Lesson 8: To calculate and interpret liquidity ratios	Lesson 1: To learn about the different types of budget and variances Lesson 2: To complete and interpret a cashflow forecast Lesson 3: To explain how to improve cashflow Lesson 4: Re-cap knowledge on costs and revenues Lesson 5: Draw and calculate the breakeven point Lesson 6: To explain the limitations of using a break-even chart Lesson 7: To understand the different sources of finance available to a business			
Key Knowledge	Understand the Promotion Elements of the promotional mix and their purposes	Financial records Financial documents Financial records Payment methods	Financial planning and forecasting Using cash flow data Financial forecasting	Elements of the promotional mix and their purposes Targeting and segmenting the market		

	Targeting and segmenting the market Factors influencing the choice of promotional methods	Sources of revenue and costs Statement of comprehensive income Statement of financial position Profitability and liquidity	Suggesting improvements to cash flow problems Break-even analysis and break-even point Sources of business finance	Factors influencing the choice of promotional methods. Financial records & documents Statement of comprehensive income Statement of financial position Profitability and liquidity Financial forecasting Suggesting improvements to cash flow problems Break-even analysis a		
Key Skills	Writing, Application, explain, describe, analyse, decision making, evaluation.	Writing, Application, explain, describe, analyse, decision making, evaluation, investigation, quantitative, calculations, interpretation, manipulation.	Writing, Application, explain, describe, analyse, decision making, evaluation, investigation, quantitative, calculations, interpretation, manipulation.	Writing, Application, explain, describe, analyse, decision making, evaluation, investigation, quantitative, calculations, interpretation, manipulation		
Key Vocabulary	Entrepreneur, direct marketing, public relations, message, medium, ambient, target market, loyalty incentive, BOGOFF, coupons, budgetary, conferencing, press release, exhibitions, sponsorship, mail order, telemarketing, B2B, B2C, revenue, segmentation, demographic,	Purchase order, delivery note, invoice, receipt, credit note, statement of an account, debit card, credit card, direct debit, commission, startup costs, running costs, fixed costs, variable costs, capital, net current assets, creditors, debtors, liabilities, turnover, costs of sales, net profit, gross profit,	Inflows, outflows, statement, forecast, opening balance, closing balance, break-even, margin of safety, overdrafts, loans, hire purchase, leasing, peer-to-peer lending, venture capital	direct marketing, public relations, message, medium, ambient, target market, loyalty incentive, conferencing, press release, exhibitions, sponsorship, B2B, B2C, demographic, psychographic, Purchase order, delivery note, invoice, credit note, statement of an account, direct debit, commission,		

	psychographic, socio-economic, consumption	retained profit, liquidity, liquid assets		capital, net current assets, creditors, debtors, liabilities, net profit, gross profit, retained profit, liquidity, liquid assets		
Key Reading	Learning Aim A Learn Sheets Revision guides www.knowitallninja.com	Learning Aim B Learn Sheets Revision guides www.knowitallninja.com	Learning Aim C Learn Sheets Revision guides www.knowitallninja.com	Learning Aim A - C Learn Sheets Revision guides www.knowitallninja.com	Revision guide Learn Sheets www.knowitallninja.com	
End Point	Able to analyse the importance of different promotional methods and the factors that influence these methods	Able to explain the importance of financial documents and calculate profitability ratios	Able to calculate revenues, costs, profits, break-even level of output and margin of safety. Able to interpret financial diagrams.	Able to analyse the importance of different promotional methods and the factors that influence these methods. Able to explain the importance of financial documents and calculate profitability ratios, break-even level of output and margin of safety. Able to interpret financial diagrams.	Develop practical experience in business planning and pitching. Demonstrate knowledge and understanding of business concepts and issues. Apply knowledge and understanding of business concepts and issues to a variety of contexts	
Links to British values	The Rule of Law - teaches about legal and ethical requirements in advertising and finance (e.g. fair advertising, consumer rights, financial regulations). Students must consider the legal implications of financial decisions and promotions. Example: Understanding laws around truthful advertising promotes respect for the rules that protect both consumers and businesses.					

Links to Careers	Career link: These are core skills in careers such as: • Marketing Assistant • Social Media Manager • Advertising Executive • Brand Manager • Sales Consultant	Career link: These financial skills are used in: • Finance Assistant • Business Administrator • Retail Manager • Entrepreneur • Accountant (entry-level) Any job that involves managing or understanding budgets	Career link: These are essential skills in roles like: • Business Analyst • Operations Manager • Project Coordinator • Team Leader	Career link: These are essential skills in roles like: • Business Analyst • Operations Manager • Project Coordinator • Team Leader		
Form of Assessment	Progress point assessment	Progress point assessment Mock exam	Progress point assessment Mock Exam	Mock questions	Summer Exam	
Enrichment opportunities	Guest speaker – from local business Hands on business project					
Leadership opportunities	Independent project work, presentation writing and delivery to audience, debate and discussion activities, teamwork.					