

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	
Key Knowledge	Understand the Promotion Elements of the promotional mix and their purposes Targeting and segmenting the market Factors influencing the choice of promotional methods	Financial records Financial documents Financial records Payment methods Sources of revenue and costs Statement of comprehensive income Statement of financial position Profitability and liquidity	Financial planning and forecasting Using cash flow data Financial forecasting Suggesting improvements to cash flow problems Break-even analysis and break-even point Sources of business finance	Elements of the promotional mix and their purposes Targeting and segmenting the market 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, BOGGOFF, coupons, budgetary, conferencing, press release, exhibitions, sponsorship, mail order, telemarketing, B2B, B2C, revenue, segmentation, demographic, psychographic, socio-economic, consumption	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, retained profit, liquidity, liquid assets	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, 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	Develop practical experience in business planning and pitching. Demonstrate knowledge and understanding of business concepts and issues.	

				profitability ratios, break-even level of output and margin of safety. Able to interpret financial diagrams.	Apply knowledge and understanding of business concepts and issues to a variety of contexts	
Form of Assessment	End Of topic Test	End Of topic Test Mock Exam	End Of topic Test 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.					