

Curriculum Map

Subject: Business and Enterprise

		Autumn		Spring		Summer	
		Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Year 10	Content, Knowledge & Skills	Business enterprise Business entrepreneurship Business Planning Key Knowledge & skills Purpose of business activity and enterprise Characteristics of an entrepreneur Risk and reward Purpose of planning Role, importance and usefulness of a business plan Revenue, Costs, Profit, Loss Ownership Aims and Objectives Stakeholders Key Knowledge & skills The features of different types of ownership Limited liability Ownership in different business contexts	Business Growth Role of Marketing Market Research Key Knowledge & skills Organic Growth External Growth Marketing in business Market Research Primary Methods Secondary Methods Market Segmentation Marketing Mix Key Knowledge & skills The use of segmentation to target customers The four Ps of marketing mix Product Product life cycle Pricing methods	The role of human resources Organisational structures and diverse ways of working Key Knowledge & skills The purpose of human resources within business Different organisational structures The terminology of organisation charts Why businesses have different organisational structures Ways of working Communication in business Recruitment and selection Key Knowledge & skills Ways of communicating in a business context The importance of business communications The influence of digital	Motivation and retention Training and development Employment law Key Knowledge & skills Financial methods of motivation Non-financial methods of motivation The importance of employee motivation The importance of employee retention Different training methods Why businesses train their workers. Staff development The benefits to employees and businesses of staff development The impact of current legislation on	Production processes Quality of goods and services Key Knowledge & skills Different production processes and their impact on businesses The influence of technology on production and the impact on businesses The concept of quality Methods of ensuring quality The important of quality in both the production of products and the provision of services	The sales process and customer service Consumer law Key Knowledge & skills Methods of selling The influence of ecommerce on business activity The importance to a business of good customer service including after-sales service The contribution of product knowledge and customer engagement to good customer service The impact of consumer law on businesses



		<p>Aims and objectives. Why objectives might change as businesses evolve. The roles and objectives of internal and external stakeholder groups The effect business activity has on stakeholders</p>	<p>Promotion - point of sale Promotion – advertising Place - distribution of products and services How the four Ps of the marketing mix work together The use of the marketing mix to inform and</p>	<p>communication on business activity Why businesses recruit The use of different recruitment methods to meet different business needs Methods of selection</p>	<p>recruitment and employment</p>		
	Prior Knowledge	<p>As this topic is not delivered below KS4, some learners may be new to the world of Business and will start to develop their understanding of the types of businesses and their ownerships.</p>	<p>Learners will build upon their comprehension of the previous lessons to build a better understanding on how business and marketing effect sales.</p>	<p>Learners will build upon their comprehension of the previous lessons to build a better understanding of organisational structures and human resources.</p>	<p>Learners will build upon their comprehension of the previous lessons to build a better understanding on how business and marketing effect sales.</p>	<p>Learners will build upon their comprehension of the previous lessons to build a better understanding on how business and marketing effect sales.</p>	<p>Learners will build upon their comprehension of the previous lessons to build a better understanding on how business and marketing effect sales.</p>
	Assessment	<p>Formative assessment will be conducted through starters and plenaries</p>	<p>Formative assessment will be conducted through starters and plenaries</p>	<p>Formative assessment will be conducted through starters and plenaries</p>	<p>Formative assessment will be conducted through starters and plenaries</p>	<p>Learning how to achieve the different assessment objectives within exam questions. In particular the importance of showing understanding in 3 mark questions and the correct use of application.</p>	<p>Summative assessment in the form of a Mock exam.</p>



<p>Key Vocabulary</p>	<p>Innovation and provision of products/services.</p> <p>Resources available.</p> <p>financial forecasts</p> <p>Leadership, personal and communication skills. Technical and practical skills.</p> <p>Identifying and appealing to the target market.</p> <p>Methods of communication with the customer, cost effectiveness and design of promotional materials.</p> <p>Physical resources, financial resources, and human resources.</p> <p>Risk assessment, and contingency plans</p>	<p>Pitching and Presentation skills</p> <p>Communication skills.</p>	<p>The use of advertising to persuade and inform, the message and the medium.</p> <p>Advertising methods and sales promotion.</p> <p>Personal selling, public relations activities, and direct marketing.</p> <p>Business to Business (B2B), Business to Consumer (B2C) markets.</p> <p>Segmentation of the target audience.</p>	<p>Invoices, delivery notes, purchase orders, credit notes, receipts, statement of account.</p> <p>Payment methods.</p> <p>Sources of revenue and costs.</p> <p>Terminology in financial statements</p> <p>Statement of comprehensive income, profit, and loss.</p> <p>statement of financial position and performance.</p> <p>Profitability and Liquidity.</p>	<p>cash flow, liquid assets, inflows, outflows and liquidity, sales, and purchases.</p> <p>Cash flow forecast.</p> <p>Break-even analysis and break-even point.</p> <p>Sources of Finance.</p>	<p>All previously listed key vocabulary for Component 3.</p>
<p>Enrichment/ Co-Curricular offer</p>	<p>Links made to Drama and English through the development and assessment of presentation, communication and body language skills that are required for the assessment of this</p>	<p>Links made to Drama and English through the development and assessment of presentation, communication and body language skills that are required for the assessment of</p>	<p>Links made to Media Studies through promotion methods and segmentation of the target audience.</p>	<p>Links made to Maths and Science through calculation-based questions used in preparation for and throughout the official Component 3 exam.</p>	<p>Links made to Maths and Science through calculation-based questions and the development of graph drawing skills that are used in preparation for and throughout the</p>	<p>Links made to Media Studies through promotion methods and segmentation of the target audience.</p> <p>Links made to Maths and Science through calculation-based questions and the development of</p>



		<p>assignment in Component 2.</p> <p>Links to Maths through the financial calculations required within the Business Plan.</p> <p>Links to Technology, Hairdressing, and ICT, through the exploration of technical skills and subject specific knowledge that is required by entrepreneurs to run businesses successfully.</p>	<p>this assignment in Component 2.</p>			<p>official Component 3 exam.</p>	<p>graph drawing skills that are used in preparation for and throughout the official Component 3 exam.</p>
Year 11	<p>Content, Knowledge & Skills</p>	<p>Business location Collaborating with suppliers</p> <p>Key Knowledge & skills Factors influencing business location. The role of procurement The impact of logistical and supply decisions on businesses</p> <p>Finance Sources of Finance</p>	<p>Cash flow up to Unit. Globalisation</p> <p>Key Knowledge The purpose of cash flow, ethical and environmental factors, the economic climate and globalisation. Key skills Learning how to achieve the different assessment</p>	<p>Revision paper 1 topics 1.1 – 3.7 Key Knowledge Business Activity, Marketing and Human Resources Key skills Learning how to achieve the different assessment objectives within exam questions. In particular the importance of showing understanding in 3 mark questions and the correct use of application.</p>	<p>Revision paper 2 topics 4.1 – 6.3 Key Knowledge Operations, Finance and Influences on business Key skills Learning how to achieve the different assessment objectives within exam questions. In particular the</p>		



	<p>Key Knowledge & skills The role of the finance function in business, various sources of finance,</p> <p>Revenue up to Unit and break-even</p> <p>Key Knowledge The role of the finance function in business, various sources of finance, revenue, costs, profit and loss and break-even.</p> <p>Key skills Learning about applying formulas to carry out financial calculations. Learning how to achieve the different assessment objectives within exam questions.</p>	<p>objectives within exam questions.</p> <p>Interdependent nature of business</p> <p>Key Knowledge How different areas of business link together.</p> <p>Key skills Learning how to achieve the different assessment objectives within exam questions. Specifically, how topics in paper one link with topics in paper two.</p>		<p>importance of showing understanding in 3 mark questions and the correct use of application.</p>		
Prior Knowledge	Learners should have a good understanding of Business organisational structures, production, promotion and marketing and the role	Learners should have a good understanding of Business organisational structures,	Learners should understand how to answer exams questions from access to resources in both Year 10 and across Terms 1,2 and 3 of year 11.	Learners should understand how to answer exams questions from access to resources in both Year 10 and		



	of human resources from Year 10 which will support their understanding and allow learners to build upon their knowledge.	production, promotion and marketing and the role of human resources from Year 10 which will support their understanding and allow learners to build upon their knowledge.		across Terms 1,2 and 3 of year 11.		
Assessment	Formative assessment – Exam style questions within starter and plenaries.	Summative assessment- Mock Exam using past paper and mark scheme	Formative assessment – Exam style questions within starter and plenaries.	Summative assessment- Externally set and marked exam.		
Key Vocabulary	<p>The use of advertising to persuade and inform, the message and the medium.</p> <p>Advertising methods and sales promotion.</p> <p>Personal selling, public relations activities, and direct marketing.</p> <p>Business to Business (B2B), Business to Consumer (B2C) markets.</p> <p>Segmentation of the target audience.</p> <p>Invoices, delivery notes, purchase orders, credit notes, receipts, statement of account.</p>	<p>Internal and external factors linked to success.</p> <p>Situational analysis – SWOT and PESTLE.</p> <p>Reasons for and methods of measuring success.</p>	<p>Internal and external factors linked to success.</p> <p>Situational analysis – SWOT and PESTLE.</p> <p>Reasons for and methods of measuring success.</p>			



		<p>Payment methods.</p> <p>Sources of revenue and costs.</p> <p>Terminology in financial statements</p> <p>Statement of comprehensive income, profit, and loss.</p> <p>statement of financial position and performance.</p> <p>Profitability and Liquidity.</p> <p>cash flow, liquid assets, inflows, outflows and liquidity, sales, and purchases.</p> <p>Cash flow forecast.</p> <p>Break-even analysis and break-even point.</p> <p>Sources of Finance.</p>					
	<p>Enrichment/ Co-Curricular offer</p>	<p>Links made to Media Studies through promotion methods and segmentation of the target audience.</p> <p>Links made to Maths and Science through calculation-based questions and the</p>	<p>Students are encouraged to contact and research local entrepreneurs and businesses in order for them to be the case studies upon which to base their assignment work.</p>	<p>Students are encouraged to contact and research local entrepreneurs and businesses in order for them to be the case studies upon which to base their assignment work.</p>			



		development of graph drawing skills that are used in preparation for and throughout the official Component 3 exam.					
--	--	--	--	--	--	--	--