

Curriculum Map 2021/2022



YEAR 11 BUSINESS

The Business Curriculum is designed to provide an insight into the Business world and develop the knowledge understanding and skills required to research, plan, pitch and review a business idea. The course comprises of 3 components that must be completed to achieve the full qualification and was started in Year 10

These are:

Component 1: Exploring Enterprises

Component 2: Planning for and pitching an enterprise

Component 3: Promotion and Finance for Enterprise

	Autumn 1a	Autumn 1b	Spring 2a	Spring 2b	Summer 3a	Summer 3b
	Comp 3: PROMOTION AND FINANCE FOR ENTERPRISE Learning Aim: A Promotion B Financial records	Learning Aim: C Financial planning and forecasting	Component 2: PLANNING FOR AND PITCHING AN ENTERPRISE ACTIVITY Learning Aim: A Explore ideas and plan for a micro-enterprise activity	Learning Aim: A Explore ideas and plan for a micro-enterprise activity	Learning Aim: B Pitch a micro-enterprise activity	Exam Revision and Preparation
CONTENT	A1 Elements of the promotional mix and their purposes A2 Targeting and segmenting the market A3 Factors influencing the choice of promotional methods B1 Financial documents B2 Payment methods B3 Sources of revenue and costs B4 Terminology in financial statements B5 Statement of comprehensive income B6 Statement of financial position	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	A1 Generating ideas for a micro-enterprise activity	A2 Plan for a micro-enterprise activity	B1 Pitching a micro-enterprise activity B2 Presenting a business pitch	

	B7 Profitability and liquidity					
Skills	Decision making, investigating and research, critical thinking, and literacy	Decision making, investigating and research, critical thinking, and literacy	Data analysis, creativity, decision making, investigating and research, critical thinking, literacy and numeracy	Data analysis, decision making, investigating and research, critical thinking, and literacy	Data analysis, creativity, decision making, investigating and research, critical thinking, literacy and numeracy	
Key Questions	<p>How is advertising used to persuade and inform customers?</p> <p>What are the different types of promotional methods in the promotional mix?</p> <p>What are the two types of markets?</p> <p>How the market is segmented (broken down into groups of people with similar features)?</p> <p>What factors might influence an enterprise's choice of promotional method?</p> <p>Why is it important to keep accurate records of financial documents?</p> <p>What are the benefits and constraints of using different payment methods?</p> <p>How does an enterprise generate income? What costs are involved with starting a business and running a business?</p> <p>Can you interpret if an enterprise has made a profit or loss using statement of comprehensive income?</p>	<p>Why is cash important in an enterprise? How can an enterprise improve cash flow? What is the difference between sales and purchases?</p> <p>What is financial forecasting? What is the purpose of financial forecasting?</p> <p>How can cash flow problems arise?</p> <p>What is break even? Why is it important for an enterprise to understand their break-even point?</p> <p>What are the limitations of break-even analysis?</p> <p>What sources of finance are available for an enterprise?</p> <p>Why might different sources of finance be suitable for different purposes of different stages?</p> <p>What are the advantages and disadvantages of each source of finance?</p>	<p>What is innovation? What are the needs of your local market? How can you turn your hobbies and interests into an enterprise activity?</p> <p>What resources are needed for your enterprise? Is your idea financially viable?</p> <p>What costs are involved in setting up your enterprise activity?</p> <p>What skills do you have that will support your enterprise? What skills do you need to develop?</p>	<p>What are the aims of a micro enterprise?</p> <p>What products and services will you be offering? Who will be your target market?</p> <p>What methods will you use to communicate with your customers? What resources are required to set up your enterprise? What risks might arise when running your enterprise activity?</p> <p>How will you overcome these?</p>		

	<p>What is a statement of financial position? What is profitability? What is liquidity?</p>					
Assessment	<p>End of topic test on Promotion, including multiple choice, knowledge retrieval and interpret information on a given enterprise? End of topic test on Financial records. PPE covering both Promotion and Financial documents. (questions will include multiple choice, definition question, and extended written responses)</p>	<p>End of topic test on Financial planning and forecasting, including multiple choice, knowledge retrieval and interpret information on a given enterprise? PPE covering both Promotion, Financial documents and Financial planning and forecasting. (questions will include multiple choice, definition question, and extended written responses)</p>	<p>Independent research document that Describe three potential ideas for micro-enterprise activities obtained using market research, including a skills audit.</p>	<p>A comprehensive and realistic plan for a final micro-enterprise activity, supported by clear individual research.</p>	<p>a presentation that will be used to pitch their enterprise activity.</p>	