



St Mary's CE High School Curriculum Map 2023-24

Enterprise Year 11

Intent:

Give students the opportunity to explore real business issues and how businesses work.

Provide students with the knowledge, understanding and skills necessary to prepare them for employment or higher education

gives learners the opportunity to gain a broad understanding and knowledge of a vocational sector

Support progression into a more specialised level 3 vocational or academic course, apprenticeship and work

	Autumn 1a & Autumn 1b		Spring 2a	Spring 2b	Summer 3a
	<u>Component 2: Planning and Presenting a Micro-Enterprise Idea</u> Learning Aim A: Choose an idea and produce a plan for a microenterprise idea Learning outcome B: Present a plan for the micro-enterprise idea to meet specific requirements Learning outcome C: Review the presentation of the micro-enterprise idea to meet specific requirements		<u>Component 3: Marketing and Finance for Enterprise</u> Learning Aim A: Marketing activities Learning Aim B: Financial documents and statements	Learning Aim C: Financial planning and forecasting	<u>Component 3: Marketing and Finance for Enterprise Revision</u>
CONTENT	A2 Plan for a micro-enterprise Aims of the micro-enterprise • Methods of promotion Identifying the target market • Financial information • Viability of the plan B1 Production of presentation B2 Delivery of presentation C1 Review of presentation	Completion of Assessment	A1 Targeting and segmenting the market A2 4Ps of the marketing mix A3 Factors influencing the choice of marketing methods A4 Trust, reputation and loyalty B1 Financial documents B2 Payment methods B3 Revenue and costs B4 Financial statements B5 Profitability and liquidity	C1 Budgeting C2 Cash flow C3 Suggesting improvements to cash flow problems C4 Break-even point and break-even analysis C5 Sources of business finance	Revision and Exam prep - Walk & Talk exam papers

St Mary's CE High School Curriculum Map 2023-24
Enterprise Year 11



Skills	Decision making, investigating and research, critical thinking, and literacy	Decision making, creativity, presentation, investigating and research, critical thinking, and literacy	Data analysis, numeracy, decision making, investigating and research, critical thinking, and literacy	Data analysis, numeracy, decision making, investigating and research, critical thinking, and literacy	Data analysis, creativity, decision making, investigating and research, critical thinking, literacy and numeracy
---------------	------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------

St Mary's CE High School Curriculum Map 2023-24
Enterprise Year 11



Key						
Assessment	Practice Task 1 Learners will use research methods to choose and reject ideas for a micro-enterprise and develop a business plan. Practice Task 2 Learners will present their business plan.	Completion external controlled assessment: Task 1 and Task 2	End of Topic learning aim A End of Topic learning aim B Resubmission Window for Component 1 where required.	End of Topic learning aim C Component 3 Practice assessment Resubmission Window for Component 1 where required.	Component 3 Practice assessment	