

Subject	Year 11 Core Knowledge – Autumn/Summer term	How to support students' learning
Enterprise	<ol style="list-style-type: none"> <li>1. Understands the importance of targeting and market segmentation.</li> <li>2. Understand the elements of the Marketing Mix. Product, Price, Place and Promotion.</li> <li>3. Apply the elements of the Marketing Mix. Product, Price, Place and Promotion to given business concepts.</li> <li>4. Describe the factors affecting the choice of promotional method for an enterprise.</li> <li>5. Describe the importance of trust, reputation and loyalty for a business enterprise.</li> <li>6. Complete, interpret and check the information on financial documents and statements.</li> <li>7. Understand the importance to a business of accuracy when financial documents are being used.</li> <li>8. Understand the impact on customers and enterprises of using different payment methods.</li> <li>9. Describe the difference between revenues and different costs.</li> <li>10. Complete and interpret a statement of comprehensive income using given figures and suggest appropriate actions.</li> <li>11. Calculate profit/loss using a simple statement of comprehensive income.</li> <li>12. Complete and interpret a statement of financial position using given figures and suggest appropriate actions.</li> <li>13. Interpret statements of comprehensive income and of financial position to calculate profitability or liquidity ration.</li> <li>14. Understand the difference between cash and profit.</li> <li>15. Calculate profitability ratios from given formulae.</li> </ol>	<ul style="list-style-type: none"> <li>• The full specification for Pearson BTEC Enterprise can be found at:- <a href="https://qualifications.pearson.com/en/qualifications/btec-tech-awards/enterprise-2022.html">https://qualifications.pearson.com/en/qualifications/btec-tech-awards/enterprise-2022.html</a></li> <li>• Sample assessments for unit 3 the externally assessed unit can also be found at the above address. Component 1 &amp; 2 (coursework are now complete)</li> </ul> <p><b>Useful websites include:</b></p> <ul style="list-style-type: none"> <li>• <a href="https://www.twoteachers.co.uk/">https://www.twoteachers.co.uk/</a> (registration is required to use this website). Short videos of topic areas are included.</li> <li>• Students can also access a range of activities from the BBC Bitesize website. They need to focus on the topic areas of marketing and finance only.</li> <li>• A revision guide is also available to purchase from the school shop.</li> <li>• Any conversations you can have with your child about the business world would be gratefully appreciated. Discussing your own experience at work or why you purchase particular goods and services will add value to your child's learning outside the classroom.</li> </ul>

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|  | <ol style="list-style-type: none"><li>16. Calculate liquidity ratios from given formulae.</li><li>17. Understand, calculate and interpret expenditure budgets.</li><li>18. Complete cash flow forecasts and investigate the effects of positive and negative cash flow on an enterprise.</li><li>19. Consider changes to inflows and outflows over a period and how this affects the enterprise.</li><li>20. Consider differences between predicted and actual cash flow.</li><li>21. Consider cash flow problems and suggest solutions to problems.</li><li>22. Construct and interpret a break-even chart and recognise its limitations.</li><li>23. Analyse the value and importance of break-even analysis to enterprises when planning.</li><li>24. Understand the limitations of break-even analysis.</li><li>25. Describe the different sources of finance.</li><li>26. Explore why enterprises need finance and the purpose of each source of finance available.</li><li>27. Consider why enterprises may plan different sources of finance for different purposes or at different stages and the relevance of each source.</li></ol> |  |
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