

Subject	Y11 Core Knowledge – Autumn/Spring/Summer term	How to support students' learning
Enterprise	<p>Autumn</p> <p>Choosing an idea for an Enterprise -</p> <ol style="list-style-type: none"> 1. Generate and select appropriate business enterprise ideas. 2. Use a cashflow forecast to budget for a small enterprise. 3. Describe the potential of different promotional techniques. 4. Select appropriate promotional techniques for a selected business. 5. Describe different pricing techniques. 6. Select appropriate pricing techniques for a selected business. 7. Describe the difference between a sole trader and social enterprise. 8. Select and budget for the appropriate resources required for a selected enterprise. 9. Describe market segmentation to target an appropriate target market appropriate for their chosen business. 10. Assess the risk associated with a chosen business enterprise. 11. Assess the overall viability of a chosen business enterprise. <p>Planning a Business Pitch -</p> <ol style="list-style-type: none"> 12. Effectively pitch a chosen business idea. <p>Review of overall success -</p> <ol style="list-style-type: none"> 13. Review the overall effectiveness of a business plan for a selected business. <p>Spring</p> <p>Marketing -</p> <ol style="list-style-type: none"> 14. Assess the usefulness of market segmentation to an enterprise. 15. Distinguish between B2B, B2C, mass and niche markets using examples. <p>The 4 P's of Marketing -</p> <ol style="list-style-type: none"> 16. Assess the impact of product portfolio on a business. 17. Describe the usefulness, using examples of the Product Life Cycle in decision making. 18. Assess the importance of creating a brand and brand awareness. 19. Describe pricing strategies available to business enterprise. 	<p>The full specification for Pearson BTEC Enterprise can be found at:-</p> <ul style="list-style-type: none"> • https://qualifications.pearson.com/en/qualifications/btec-tech-awards/enterprise-2022.html <p>Sample assessments for unit 3 the externally assessed unit can also be found at the above address. Component 1 & 2 (coursework are now complete)</p> <p>Useful websites include:</p> <ul style="list-style-type: none"> • https://www.twoteachers.co.uk/ (registration is required to use this website). Short videos of topic areas are included. • 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. • A revision guide is also available to purchase from the school shop. • 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.

	<p>20. Select the most appropriate pricing strategies for selected business enterprises.</p> <p>21. Assess the strengths and weaknesses of trading online and on the high street.</p> <p>22. Describe promotional strategies available to business enterprise.</p> <p>23. Select the most appropriate promotional strategies for selected business enterprises.</p> <p>24. Assess the factors influencing the choice of marketing methods.</p> <p>Marketing -</p> <p>25. Describe the importance of trust, reputation and loyalty for a business enterprise.</p> <p>Finance -</p> <p>26. Complete, interpret and check the information on financial documents and statements.</p> <p>27. Understand the importance to a business of accuracy when financial documents are being used.</p> <p>28. Understand the impact on customers and enterprises of using different payment methods.</p> <p>29. Describe the difference between revenues and different costs.</p> <p>30. Complete and interpret a statement of comprehensive income using given figures and suggest appropriate actions.</p> <p>31. Calculate profit/loss using a simple statement of comprehensive income.</p> <p>32. Complete and interpret a statement of financial position using given figures and suggest appropriate actions.</p> <p>33. Interpret statements of comprehensive income and of financial position to calculate profitability or liquidity ratios.</p> <p>34. Understand the difference between cash and profit.</p> <p>35. Calculate profitability ratios from given formulae.</p> <p>36. Calculate liquidity ratios from given formulae.</p> <p>Summer Finance -</p> <p>37. Understand, calculate and interpret expenditure budgets.</p> <p>38. Complete cash flow forecasts and investigate the effects of positive and negative cash flow on an enterprise.</p>	
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