

Think it. Plan it. Pitch it. Do it. Review it.

BUILDING KNOWLEDGE • DEVELOPING SKILLS • CREATING ENTERPRISES • ACHIEVING SUCCESS

YEAR

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FOUNDATIONS & EXPLORATION

Building the knowledge and skills for enterprise success



AUTUMN TERM

- Purpose of enterprise
- Customer needs
- Market research
- Entrepreneurs
- Aims & objectives



WINTER TERM

- External factors (PESTLE)
- Competitors
- Market segmentation
- Marketing mix (4Ps)
- Enterprise skills



SPRING TERM

- Financial basics
- Revenue & costs
- Sources of finance
- Break-even
- Cash-flow



SUMMER TERM

- Business planning
- Pitching ideas
- Review & reflect
- Preparing for KS4

CORE KNOWLEDGE YOU WILL GAIN



Enterprise Concepts



Market Understanding



Finance Fundamentals



Marketing Principles



Business Planning



Evaluation & Reflection



Ready for KS4!

YEAR

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DEVELOP & PLAN

Creating and planning micro-enterprises



AUTUMN TERM

COMPONENT 1

Exploring Enterprises

Sept – Oct

- Enterprise ideas
- Market research
- The marketing mix
- Business planning
- Financial documents



WINTER TERM

Develop your enterprise

- Plan your micro-enterprise
- Skills & roles
- Operations
- Pricing strategies
- Promotion



SPRING TERM

COMPONENT 2

Planning a Micro-Enterprise Mar (External Assessment)

- Business plan
- Financial forecast
- Pitch presentation
- Rationale



COMPONENT 2
EXAM WINDOW
March

KEY SKILLS YOU WILL DEVELOP



Research



Planning



Financial Literacy



Decision Making



Communication & Pitching



Teamwork



Ready for Year 11!

YEAR

11

PRACTICE, PERFORM & REFLECT

Showcase your enterprises and achieve success!



AUTUMN TERM

COMPONENT 3

Marketing & Finance for Enterprise

Sept – Oct

(External Assessment)

- Marketing strategies
- Financial planning
- Performance analysis
- Review & justify



WINTER TERM

Review, Improve, Excel

- Review feedback
- Improve performance
- Reflect on your enterprise journey
- Prepare for resit (if needed)



SPRING/SUMMER TERM

RESIT OPPORTUNITY

May/June
(If Needed)

Another chance to show what you can do and achieve your best grade!



YOUR FUTURE STARTS HERE!

Take your enterprise skills to Sixth Form, Apprenticeships or College!

WHAT YOU WILL ACHIEVE



Nationally Recognised Qualification



Real-World Business Experience



Essential Skills for Life & Work



Confidence to Pitch Ideas



Pathways to Further Study & Careers



BE ENTERPRISING.
BE SUCCESSFUL.

Your journey, your future!



Be Curious



Be Creative



Be Determined



Be Enterprising