



	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 7	N/A	N/A	N/A	N/A	N/A	N/A
Year 8	N/A	N/A	N/A	N/A	N/A	N/A
Year 9	N/A	N/A	N/A	N/A	N/A	N/A
End of Key Stage 3						
Year 10	Understand How & Why Enterprises and Entrepreneurs are Successful: Size & Features of SMEs Sectors & Business Models Aims & Objectives of Enterprises Skills & Characteristics of Entrepreneurs	Understand Customer Needs & Competitor Behaviour: Primary Market Research Methods Secondary Market Research Methods Understanding Customer Needs Understanding Competitor Behaviour Suitability of Market Research Methods	Understand How the Outcomes of Situational Analyses May Affect Enterprises: Political & Economic Factors Social & Technological Factors	Strengths & Weaknesses Opportunities & Threats	Choose an Idea and Produce a Plan for a Micro-Enterprise Idea: Choose Ideas for a Micro-Enterprise	Structure of Aims & Objectives Marketing Finance
Year 11	Risk Assessment Present a Plan for the Micro-Enterprise Idea	Delivery of Presentation Review the Presentation of the	Marketing Activities: Targeting & Segmenting the Market	Financial Documents & Statements: Financial Documents Payment Methods Revenue & Costs	Financial Planning & Forecasting: Budgeting Cashflow Improving Cash Flow	Exam

	to Meet Specific Requirements: Production of Presentation	Micro-Enterprise Idea to Meet Specific Requirements: Review of Presentation	4Ps of Marketing – Product & Place 4Ps of Marketing – Price & Promotion Factors Influencing the Choice of Marketing Methods Trust, Reputation & Loyalty	Financial Statements Profitability & Liquidity	Breakeven Sources of Finance	
End of Key Stage 4						
Year 12	<p>Understand different types of business and their objectives.</p> <p>Understand how the functional areas of businesses work together to support the activities of businesses.</p> <p>Understand the effect of different organisational structures on how businesses operate.</p>	<p>Be able to use financial information to check the financial health of businesses.</p> <p>Understand the relationship between businesses and stakeholders.</p> <p>Understand the external influences and constraints on businesses and how businesses could respond</p>	<p>Understand protocols to be followed when working in business.</p> <p>Understand factors that influence the arrangement of business meetings.</p> <p>Be able to use business documents.</p>	<p>Be able to prioritise business tasks.</p> <p>Understand how to communicate effectively with stakeholders.</p>	<p>Understand who customers are and their importance to businesses.</p> <p>Understand how to communicate with customers.</p> <p>Be able to establish a rapport with customers through non-verbal and verbal communication skills.</p>	<p>Be able to convey messages for business purposes.</p> <p>Know the constraints and issues which affect the sharing, storing and use of information for business communications.</p>
Year 13	<p>Understand the role of marketing in businesses.</p> <p>Know the constraints on marketing.</p>	<p>Be able to carry out market research for business opportunities.</p> <p>Be able to validate and present market research findings.</p>	<p>Understand what it means to be entrepreneurial.</p> <p>Be able to assess own entrepreneurial mind and skill sets.</p>	<p>Be able to apply Techniques and Approaches in the identification of feasible opportunities.</p>	<p>Be able to hold a dialogue and seek support for viable opportunities.</p>	

				Be able to evaluate the viability of opportunities.		
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End of Key Stage 5