

Year group & Key themes	Term 1A	Term 1B	Term 2A	Term 2B	Term 3A	Term 3B
<b>Year 10</b> <b>Component 1:</b> <b>Business Purpose.</b> <b>Market Research.</b> <b>Business Environment.</b>	<b>Business Purpose:</b> -What is an Enterprise (business activity) -What is an Entrepreneur -The purpose of enterprises -Types & characteristics of an SME		<b>Market research:</b> -Customer needs -Using market research to understand customers -Understanding competitors		<b>Business Environment:</b> -Internal factors -External factors -Situational analysis -Measuring the success of an SME	
<b>Year 11</b> <b>Component 2:</b> <b>Explore ideas and plan for a micro-enterprise activity.</b> <b>Pitch a micro-enterprise activity.</b> <b>Review own pitch for a micro-enterprise activity.</b>  <b>Component 3:</b> <b>Promotion.</b> <b>Financial records.</b> <b>Financial planning &amp; forecasting.</b>	<b>Component 3 – Promotion:</b> -Elements of the promotional mix -Targeting & segmenting the market -Factors influencing the choice of promotional methods.  <b>Financial records:</b> -Financial & payment documents. -Sources of revenue & costs -Statement of comprehensive income -Statement of financial position. -Profitability & liquidity.  <b>Financial planning &amp; forecasting:</b> -Using cash-flow & the purpose of cash-flow. -Improving cash-flow problems. -Break even analysis & break-even point. -Sources of business finance.		<b>Component 3 – Preparation &amp; revision for real February exam:</b> -Use of past papers. -Provide intervention sessions. -Use of checklists.  <b>Component 2 – Explore ideas and plan for a micro-enterprise activity:</b> -Market research into different types of businesses. -Business planning.		<b>Component 2 – Pitch a micro-enterprise activity:</b> -Planning a business pitch -Delivering a business pitch  <b>Component 2 – Review own pitch for a micro-enterprise activity:</b> -Linking business planning to a successful pitch. -Analysis and Evaluation of the business planning to a successful pitch.	