



	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
9	<p>Topic: Enterprise and Entrepreneurship</p> <p>Knowledge and skills</p> <p>The dynamic nature of Business Risk and Reward The role of business enterprise</p>	<p>Topic: Business in the Real World</p> <p>Knowledge and skills</p> <p>Enterprise and Entrepreneurs Purpose and nature of the business Business ownership</p>	<p>Topic: Business in the Real World</p> <p>Knowledge and skills</p> <p>Setting business aims and objectives Stakeholders Location Business Planning Economies and diseconomies of scale Expanding a business</p>	<p>Topic: The Tenner Challenge</p> <p>Knowledge and skills</p> <p>Entrepreneurial skills How to run your own business Team working skills Communication skills Negotiation skills</p>	<p>Topic: Human Resources</p> <p>Knowledge and skills</p> <p>Organisational Structure Recruitment and Selection of employment Motivation Training</p>	<p>Topic: Finance</p> <p>Knowledge and skills</p> <p>Making Financial Decisions Gross Profit/Net profit Average rate of return Gross Net Profit/Understanding business performance</p>
10	<p>Topic: Component 1: Learning aim A: Examine the characteristics of enterprises</p> <p>Knowledge and skills</p> <p>The role of customer service in attracting new customers, securing repeat purchases, customer loyalty and an improved reputation</p> <p>Enterprises use creativity and innovation to meet customers' needs by identifying gaps in the market for goods or services, or identifying a market for new goods or services</p> <p>Reasons why some enterprises fail</p>	<p>Topic: Component 1: Learning aim A: Entrepreneurs mind-set:</p> <p>Knowledge and skills</p> <p>Focused Passionate Motivated and dedicated Inventive or innovative Proactive, confident, flexible and adaptable Resilient Having vision and the capacity to inspire</p>	<p>Topic: Component 1: Learning aim B: Explore how market research helps enterprises meet customer needs and understand competitor behaviour</p> <p>Knowledge and skills</p> <p>Anticipating and identifying customer expectations Qualitative research Quantitative research The main features that make products competitive: Availability Unique features and selling points (USPs)</p>	<p>Topic: Component 1 Learning aim C: Investigate the factors that contribute to the success of an enterprise</p> <p>Knowledge and skills</p> <p>Internal factors Factors within the control of the enterprise that can impact on costs Understanding the market Keeping customers satisfied Unforeseen human resource costs</p>	<p>Topic: Component 2 Learning aim A: Explore ideas, plan and pitch for a micro enterprise</p> <p>Knowledge and skills</p> <p>Generating ideas for a micro enterprise activity Selection of final idea:</p> <ul style="list-style-type: none"> Resources available Financial forecasts Costing and pricing Methods of communication and promotion Potential customers Skills of people in group 	<p>Topic: Component 2 Learning aim A: Explore ideas, plan and pitch for a micro enterprise</p> <p>Knowledge and skills</p> <p>Planning for a micro enterprise activity</p> <p>Aims of the micro enterprise:</p> <ul style="list-style-type: none"> Financial aims, e.g. to make a profit, break even Non-financial aims, e.g. customer satisfaction, social aims such as meeting a need in the community
11	<p>Topic: Component 2: Learning aim B: Operate and review the success of the micro enterprise activity</p> <p>Knowledge and skills</p> <p>Operation of the enterprise Carrying out communication and promotional activities:</p> <ul style="list-style-type: none"> Production of promotional materials Distribution of promotional materials Individual and group skills for running a micro enterprise Managing your own time Problem solving 	<p>Topic: Component 2: Learning aim B: Review success of a micro enterprise activity including own contribution</p> <p>Knowledge and skills</p> <p>Reviewing enterprise activity against original plan and financial forecasts to judge whether activity met its aims</p> <p>Review success of a micro enterprise activity including own contribution</p> <p>Personal and group performance</p>	<p>Topic: Component 3: Learning aim A: Promotion</p> <p>Knowledge and skills</p> <p>Elements of the promotional mix and their purposes The use of advertising to persuade and inform The two basic aspects of advertising:</p> <ul style="list-style-type: none"> Message Medium <p>Advertising methods:</p> <ul style="list-style-type: none"> Moving image Print Ambient Digital Audio <p>Targeting and segmenting the market:</p> <ul style="list-style-type: none"> Psychographic Behavioural 	<p>Topic: Learning aim B: Financial records</p> <p>Knowledge and skills</p> <p>Financial documents:</p> <ul style="list-style-type: none"> Types: invoices, delivery notes, purchase orders, credit notes, receipts Importance to a business of accuracy when these documents are being used <p>Payment methods:</p> <ul style="list-style-type: none"> Cash, credit cards, debit cards, direct debit, payment technologies Impact on customers and enterprises of using different methods 	<p>Topic: Learning aim C: Financial planning and forecasting</p> <p>Knowledge and skills</p> <p>Using cash flow data</p> <ul style="list-style-type: none"> Cash – liquid assets of the business; bank balance plus cash in the business Cash flow – difference between the cash flowing into the business (inflows) and the cash flowing out of the business (outflows), positive and negative liquidity <p>Inflows:</p> <ul style="list-style-type: none"> Sales Capital introduced Loans <p>Outflows:</p> <ul style="list-style-type: none"> Purchases Running costs 	<p>Topic: Knowledge and skills</p> <p>Break-even analysis and break-even point</p> <p>Construct and interpret a break-even chart and recognise its limitations Sources of business finance Long-term sources of external finance:</p> <ul style="list-style-type: none"> Loans Government grants Venture capital Peer-to-peer lending Advantages and disadvantages of each source

