



	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
9	<p><b>Topic:</b> Confectionary Project</p> <p><b>Knowledge and skills</b></p> <p>Secondary Research Competitor Research Product Ideas Primary Research Questionnaire Data Analysis</p>	<p><b>Topic:</b> Confectionary Project</p> <p><b>Knowledge and skills</b></p> <p>Product Packaging Ideas Packaging Pricing Strategy TV advert Billboards Social Media-Instagram Social Media- Twitter Place</p>	<p><b>Topic:</b> Business in the Real World</p> <p><b>Knowledge and skills</b></p> <p>Enterprise and Entrepreneurs Purpose and nature of the business Business ownership</p> <p><b>Topic:</b> Business in the Real World</p> <p><b>Knowledge and skills</b></p> <p>Setting business aims and objectives Stakeholders Location Business Planning Economies and diseconomies of scale Expanding a business</p>	<p><b>Topic:</b> Enterprise and Entrepreneurship</p> <p><b>Knowledge and skills</b></p> <p>The dynamic nature of Business Risk and Reward The role of business enterprise</p> <p><b>Topic:</b> The Tenner Challenge</p> <p><b>Knowledge and skills</b></p> <p>Entrepreneurial skills How to run your own business Team working skills Communication skills Negotiation skills</p>	<p><b>Topic:</b> Human Resources</p> <p><b>Knowledge and skills</b></p> <p>Organisational Structure Recruitment and Selection of employment Motivation Training</p>	<p><b>Topic:</b> Finance</p> <p><b>Knowledge and skills</b></p> <p>Making Financial Decisions Gross Profit/Net profit Average rate of return Gross Net Profit/Understanding business performance</p>
10	<p><b>Topic:</b> Component 1: Learning aim A: Examine the characteristics of enterprises</p> <p><b>Knowledge and skills</b></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><b>Topic:</b> Component 1: Learning aim A: Entrepreneurs mind-set:</p> <p><b>Knowledge and skills</b></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><b>Topic:</b> Component 1: Learning aim B: Explore how market research helps enterprises meet customer needs and understand competitor behaviour</p> <p><b>Knowledge and skills</b></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><b>Topic:</b> Component 1 Learning aim C: Investigate the factors that contribute to the success of an enterprise</p> <p><b>Knowledge and skills</b></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><b>Topic:</b> Component 2 Learning aim A: Explore ideas, plan and pitch for a micro enterprise</p> <p><b>Knowledge and skills</b></p> <p>Generating ideas for a micro enterprise activity Selection of final idea:</p> <ul style="list-style-type: none"> <li>Resources available</li> <li>Financial forecasts</li> <li>Costing and pricing</li> <li>Methods of communication and promotion</li> <li>Potential customers</li> <li>Skills of people in group</li> </ul>	<p><b>Topic:</b> Component 2: Learning aim B: Operate and review the success of the micro enterprise activity</p> <p><b>Knowledge and skills</b></p> <p>Operation of the enterprise Carrying out communication and promotional activities:</p> <ul style="list-style-type: none"> <li>Production of promotional materials</li> <li>Distribution of promotional materials</li> <li>Individual and group skills for running a micro enterprise</li> <li>Managing your own time</li> <li>Problem solving</li> </ul> <p><b>Topic:</b> Component 2: Learning aim B: Review success of a micro enterprise activity including own contribution</p> <p><b>Knowledge and skills</b></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><b>Topic:</b> Component 2 Learning aim A: Explore ideas, plan and pitch for a micro enterprise</p> <p><b>Knowledge and skills</b></p> <p>Planning for a micro enterprise activity</p> <p>Aims of the micro enterprise:</p> <ul style="list-style-type: none"> <li>Financial aims, e.g. to make a profit, break even</li> <li>Non-financial aims, e.g. customer satisfaction, social aims such as meeting a need in the community</li> </ul>

11	<p><b>Topic: Component 3: Learning aim A: Promotion</b></p> <p><b>Knowledge and skills</b></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"> <li>• Message</li> <li>• Medium</li> </ul> <p>Advertising methods:</p> <ul style="list-style-type: none"> <li>• Moving image</li> <li>• Print</li> <li>• Ambient</li> <li>• Digital</li> <li>• Audio</li> </ul> <p>Targeting and segmenting the market:</p> <ul style="list-style-type: none"> <li>• Psychographic</li> <li>• Behavioural</li> </ul>	<p><b>Topic: Learning aim B: Financial records</b></p> <p><b>Knowledge and skills</b></p> <p>Financial documents:</p> <ul style="list-style-type: none"> <li>• Types: invoices, delivery notes, purchase orders, credit notes, receipts</li> <li>• Importance to a business of accuracy when these documents are being used</li> </ul> <p>Payment methods:</p> <ul style="list-style-type: none"> <li>• Cash, credit cards, debit cards, direct debit, payment technologies</li> <li>• Impact on customers and enterprises of using different methods</li> </ul>	<p><b>Topic: Learning aim C: Financial planning and forecasting</b></p> <p><b>Knowledge and skills</b></p> <p>Using cash flow data</p> <ul style="list-style-type: none"> <li>• Cash – liquid assets of the business; bank balance plus cash in the business</li> <li>• Cash flow – difference between the cash flowing into the business (inflows) and the cash flowing out of the business (outflows), positive and negative liquidity</li> </ul> <p>Inflows:</p> <ul style="list-style-type: none"> <li>• Sales</li> <li>• Capital introduced</li> <li>• Loans</li> </ul> <p>Outflows:</p> <ul style="list-style-type: none"> <li>• Purchases</li> <li>• Running costs</li> </ul>	<p><b>Topic:</b></p> <p><b>Knowledge and skills</b></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"> <li>• Loans</li> <li>• Government grants</li> <li>• Venture capital</li> <li>• Peer-to-peer lending</li> <li>• Advantages and disadvantages of each source</li> </ul>	<p><b>Topic: Component 3 Exam in February</b></p> <p><b>Knowledge and skills</b></p> <p>Topic A- Revision Topic B Revision Topic C Revision</p>	<p><b>Topic: Component 3 Revision if re-taking</b></p>