



	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
9	<p>Topic: Confectionary Project</p> <p><u>Knowledge and skills</u></p> <p>Secondary Research Competitor Research Product Ideas Primary Research Questionnaire Data Analysis</p>	<p>Topic: Confectionary Project</p> <p><u>Knowledge and skills</u></p> <p>Product Packaging Ideas Packaging Pricing Strategy TV advert Billboards Social Media-Instagram Social Media- Twitter Place</p>	<p>Topic: Component 3: Learning aim A: Promotion</p> <p><u>Knowledge and skills</u></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><u>Knowledge and skills</u></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><u>Knowledge and skills</u></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:</p> <p><u>Knowledge and skills</u></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
10	<p>Topic: Component 3 Exam in February</p> <p><u>Knowledge and skills</u></p> <p>Topic A- Revision Topic B Revision Topic C Revision</p>	<p>Topic: Component 3 Revision if re-taking</p>	<p>Topic: Component 1: Learning aim A: Examine the characteristics of enterprises</p> <p><u>Knowledge and skills</u></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><u>Knowledge and skills</u></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><u>Knowledge and skills</u></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><u>Knowledge and skills</u></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><u>Knowledge and skills</u></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 <p>Skills of people in group</p>

11	<p>Topic: Component 2 Learning aim A: Explore ideas, plan and pitch for a micro enterprise</p> <p><u>Knowledge and skills</u></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 <p>Non-financial aims, e.g. customer satisfaction, social aims such as meeting a need in the community</p>	<p>Topic: Component 2: Learning aim B: Operate and review the success of the micro enterprise activity</p> <p><u>Knowledge and skills</u></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><u>Knowledge and skills</u></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>			
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