

Business Enterprise Curriculum Long Term Planning

		Term 1		Term 2		Term 3	
Year 10	Big Idea	<b>Introduction</b> What is enterprise?	<b>Success – How and why</b> Understand how and why enterprises and entrepreneurs are successful	<b>The Customer</b> Understand customer needs and competitor behaviour through market research	<b>Situational Analysis</b> Understand how the outcomes of situational analyses may affect enterprises	<b>Preparation</b> Planning a micro enterprise.	<b>The Business Plan</b> Choose an idea and produce a plan for a microenterprise idea
	Key Knowledge and skills	What an enterprise is, what makes them successful and skills and characteristics of entrepreneurs.	Aims and activities of enterprises Skills and characteristics of entrepreneurs Pupils will explore the activities enterprises undertake and the characteristics and skills of the entrepreneurs that run them. Pupils will also know the different business ownerships and sectors and also know why aims and objectives are important.	Pupils explore the primary and secondary market research methods used by enterprises and their importance in understanding customer needs and competitor behaviour.	Pupils carry out research into internal and external factors for use in a PEST and SWOT analysis to help them understand how these factors affect enterprises.	Pupils explore realistic ideas for a micro-enterprise. Pupils will undertake some basic research to generate ideas that could be started at the age of 14–16 years, i.e. you are not able to legally rent premises, employ anybody or get a loan from a lender.	Pupils develop their knowledge and understanding of the skills required to plan for a micro-enterprise idea.

	End Point	Understand the key concepts of enterprise.	Pupils are able to identify the characteristics and purposes of businesses.	Pupils can carry out and analyse market research and use this to improve/enhance their business.	Identify internal and external factors of businesses and how they affect enterprises.	Pupils develop a business plan for a micro-enterprise idea.
Year 11	Big Idea	<b>Ideas!</b> What can my micro-enterprise be?	<b>Present and review my plan</b> What does a good presentation look like and how can I improve?	<b>Marketing</b> How do I persuade people to purchase products and services?	<b>Financial Documents</b> What are the Key Financial Documents	<b>Preparing for the exam</b> The Key Financial Documents Review and Revision of Learning Aims A-B-C
	Key Knowledge and skills	Pupils will draw on research to complete an accurate and realistic business plan for their chosen micro-enterprise idea within a given budget.	Pupils will develop skills to produce and deliver an electronic presentation that summarises the business plan. Pupils will develop critical thinking skills as they review and reflect on the success of the production and delivery of their presentation, making recommendations for improvements.	<b>Purpose of Marketing:</b> Marketing aims to identify, anticipate, and satisfy customer needs profitably. It helps businesses attract and retain customers by promoting products or services effectively.  <b>Market Research:</b> This involves gathering data about customer preferences, competitors, and market trends. It supports decision-	<b>Invoice.</b> A document sent by a seller to a buyer requesting payment for goods or services provided. Includes details like quantity, price, VAT, and payment terms.  <b>Credit Note.</b> Issued when a customer has been overcharged or returned goods. It reduces the amount the customer owes.  <b>Purchase Order</b> A formal request from	



				<p>making and helps tailor products and marketing strategies to target audiences.</p> <p><b>Marketing Mix (4Ps):</b> The key elements—<b>Product, Price, Place,</b> and <b>Promotion</b>—work together to meet customer needs and achieve business objectives. Understanding and balancing these is crucial for successful marketing.</p>	<p>a buyer to a supplier to provide goods or services. Acts as a legal offer to buy.</p> <p><b>Delivery Note</b> Sent with goods to confirm what has been delivered. Signed by the customer to acknowledge receipt.</p> <p><b>Receipt.</b> Proof of payment received by the seller. Confirms the transaction has been completed.</p> <p><b>Statement of Account</b> A summary of transactions between a buyer and seller over a period. Shows outstanding balances and payments made.</p>		
	End Point	Complete a business plan that includes: Aims of the micro-enterprise,	Production of a multimedia presentation of the business plan of approximately 6-12	Explain the purpose of marketing in a business. Describe how market research helps	Pupils can produce and interpret key financial documents in business		



		<p>features and pricing of your product. Methods of promotion and target market. The physical, financial and human resources required. Financial planning, forecasting and records. A risk assessment. A judgement of the viability of your plan.</p>	<p>slides and a visual recording of the delivery of the presentation. The presentation will then be reviewed and evidence for this will be shown through a written report on the production and delivery of the presentation approximately 2–4 pages of A4, which can include supporting images.</p>	<p>businesses understand their customers. Apply the marketing mix to a product or service and suggest improvements.</p>			
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