

| Subject content<br>( What will be covered)   | As a result, what students should know /understood   | What students should be able to do  | How students will be assessed            | By when ( Half term 1 > 6) |
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| <b>Component 1</b><br>-<br><b>Learning aim A: Examine the characteristics of enterprises</b> | A1 What is an enterprise?<br>A2 Types and characteristics of small and medium enterprises (SMEs)<br>A3 The purpose of enterprise<br>A4 Entrepreneurs | <ul style="list-style-type: none"> <li>• The role of customer service in attracting new customers, securing repeat purchases, customer loyalty and an improved reputation</li> <li>• 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</li> </ul> | Assignment details<br>Research materials | HT1/HT2                    |

**SUBJECT: Enterprise Tech Award – Pearson Level 2 – Year 10 - Summary Curriculum Plan**

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|  |  | <ul style="list-style-type: none"><li>• Reasons why some enterprises fail</li></ul> Definitions of SMEs: <ul style="list-style-type: none"><li>• micro – up to ten people</li><li>• small – between 11 and 49 staff</li><li>• medium – between 50 and 249 staff</li><li>• Aims such as making a profit, surviving, expanding, maximising sales, providing a voluntary or charitable service, being environmentally friendly, being ethical</li><li>• Objectives that can provide challenges and targets over a defined period of time</li></ul> Range of the types of products and services provided by enterprises, e.g: |  |  |
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|  |  | <ul style="list-style-type: none"><li>• cleaning</li><li>• fitness instruction</li><li>• IT consultancies</li><li>• financial consultancies</li><li>• selling products, such as a food stall, news agent, artists selling work online</li></ul> <p>Reasons for starting your own enterprise – to be your own boss, to pursue a hobby, flexibility</p> <p>Mind-set:</p> <ul style="list-style-type: none"><li>• focused</li><li>• passionate</li><li>• motivated and dedicated</li></ul> |  |  |
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|  |  | <ul style="list-style-type: none"><li>• inventive or innovative</li><li>• proactive, confident, flexible and adaptable</li><li>• resilient</li><li>• having vision and the capacity to inspire</li></ul> <p>Skills for success:</p> <ul style="list-style-type: none"><li>• knowledge of industry/sector</li><li>• technical skills</li><li>• interpersonal communication skills</li><li>• planning skills</li><li>• time management</li><li>• negotiation</li></ul> |  |  |
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|  |   | <ul style="list-style-type: none"> <li>• prioritising tasks</li> <li>• problem solving</li> <li>• managing risk</li> </ul>  |  |         |
| <b>Component 1<br/>- Learning<br/>aim B: Explore<br/>how market<br/>research helps<br/>enterprises</b> | B1 Customer needs<br>B2 Using market research to understand customers<br>B3 Understanding competitors | <ul style="list-style-type: none"> <li>• Anticipating and identifying customer expectations</li> <li>• After-sales service</li> <li>• Linking products to customers</li> <li>• Qualitative research</li> <li>• Quantitative research</li> </ul> | Assignment details<br>Research materials | HT1/HT2 |

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| <b>meet customer needs and understand competitor behaviour</b> |  | <p>Types of primary research:</p> <ul style="list-style-type: none"><li>• questionnaires</li><li>• visits and observations</li><li>• interviews</li><li>• focus groups</li><li>• surveys</li></ul> <p>Sources of secondary research:</p> <ul style="list-style-type: none"><li>• online research</li><li>• company materials</li><li>• market reports</li><li>• government reports</li></ul> |  |  |
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|  |   | <p>The main features that make products competitive:</p> <ul style="list-style-type: none"> <li>• price</li> <li>• quality</li> <li>• availability</li> <li>• Unique features and selling points (USPs)</li> <li>• How products stand out in a market</li> </ul> |  |                |
| <p><b>Component 1<br/>- Learning<br/>aim C:<br/>Investigate<br/>the factors<br/>that<br/>contribute to</b></p> | <p>C1 Internal factors<br/>C2 External factors<br/>C3 Situational analysis<br/>C4 Measuring the success of<br/>an SME</p> | <p>Factors within the control of the enterprise that can impact on costs:</p> <ul style="list-style-type: none"> <li>• understanding the market</li> <li>• keeping customers satisfied</li> <li>• effective planning and financing</li> </ul>                    | <p>Assignment<br/>details<br/>Research<br/>materials</p> | <p>HT1/HT2</p> |

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| <b>the success of an enterprise</b> |  | <ul style="list-style-type: none"><li>• marketing and promoting</li><li>• unforeseen human resource costs</li></ul> Factors outside the control of the enterprise that can impact on costs <ul style="list-style-type: none"><li>• Changes in the cost of energy, raw materials, borrowing, and renting premises</li><li>• changes in costs of marketing or selling</li><li>• governmental changes – new regulations, changes in taxation</li></ul> Factors outside the control of the enterprise that can impact on revenues: <ul style="list-style-type: none"><li>• competitors</li></ul> |  |  |
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|  |  | <ul style="list-style-type: none"><li>• consumer confidence in the economy – growth/recession and level of employment</li><li>• changing consumer behaviour</li></ul> changes in consumer legislation<br>Using situational analysis to identify how internal and external factors might affect an enterprise <ul style="list-style-type: none"><li>• SWOT (strengths, weaknesses, opportunities and threats)</li><li>• Using situational analysis to identify how internal and external factors might affect an enterprise</li><li>• PEST (political, economic, social and technological)</li></ul> How far they meet business aims such as surviving, breaking even, making a profit and meeting customer |  |  |
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|                                    |   | needs<br>Reasons for the success of SMEs  |   |           |
| <b>Component 3<br/>- Promotion</b> | A1 Elements of the promotional mix and their purposes<br>A2 Targeting and segmenting the market<br>A3 Factors influencing the choice of promotional methods | The use of advertising to persuade and inform<br>The two basic aspects of advertising: <ul style="list-style-type: none"> <li>• message</li> <li>• medium</li> </ul> Advertising methods: <ul style="list-style-type: none"> <li>• moving image</li> <li>• print</li> <li>• ambient</li> <li>• digital</li> </ul> | Learning Aim A – assessment practice<br><br>Exam Practice ahead of May exam | HT3/4/5/6 |

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|  |  | <ul style="list-style-type: none"><li>• audio</li><li>• Personal selling</li><li>• Purpose and methods</li><li>• Public relations activities</li><li>• Purpose and methods</li><li>• Direct marketing</li><li>• Establishing individual relationships with customers: methods</li></ul> <p>Types of markets:</p> <ul style="list-style-type: none"><li>• business to business (B2B)</li><li>• business to consumer (B2C)</li></ul> |  |  |
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|  |   | <ul style="list-style-type: none"> <li>• Demographic</li> <li>• Geographic</li> <li>• Psychographic</li> <li>• Behavioural</li> </ul>   |   |           |
| <b>Component 3<br/>- Learning<br/>aim B:<br/>Financial<br/>records</b> | B1 Financial documents<br>B2 Payment methods<br>B3 Sources of revenue and costs<br>B4 Terminology in financial statements<br>B5 Statement of comprehensive income | <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> <li>• Cash, credit cards, debit cards, direct debit, payment technologies</li> <li>• Impact on customers and enterprises of using different methods</li> </ul> | Learning Aim B – assessment practice<br><br>Exam Practice ahead of May exam | HT3/4/5/6 |

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|  | B6 Statement of financial position<br>B7 Profitability and liquidity | <ul style="list-style-type: none"><li>• Income from sales and from assets</li><li>• Start-up costs and running costs</li><li>• Fixed assets and current assets</li><li>• Current liabilities and long-term liabilities</li><li>• Debtors and creditors</li><li>• Net current assets</li><li>• Capital</li><li>• Profit or loss of an enterprise over time</li><li>• Calculate profit/loss using a simple statement of comprehensive income</li><li>• Complete and interpret a statement of financial</li></ul> |  |  |
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|  |  | <p>position</p> <ul style="list-style-type: none"><li>• Capture financial performance of an enterprise at a point in time</li><li>• Categorise total assets and liabilities using a statement of financial position</li></ul> <p>Interpret statements of comprehensive income and of financial position to calculate ratios that show:</p> <ul style="list-style-type: none"><li>• the difference between cash and profit</li><li>• the difference between liquidity and profitability</li></ul> <p>Calculate profitability ratios from given formulas:</p> <ul style="list-style-type: none"><li>• gross profit margin percentage (GPM): <math>(\text{gross profit} \div</math></li></ul> |  |  |
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|   |   | <p>revenue) x 100</p> <ul style="list-style-type: none"> <li>• net profit margin percentage (NPM): <math>(\text{net profit} \div \text{revenue}) \times 100</math></li> </ul> <p>Calculate liquidity ratios from given formulas:</p> <ul style="list-style-type: none"> <li>• current ratio: <math>\text{current assets} \div \text{current liabilities}</math></li> <li>• liquid capital ratio: <math>(\text{current assets} - \text{inventory}) \div \text{current liabilities}</math></li> <li>•</li> </ul> |   |                  |
| <p><b>Component 3</b><br/>- Learning aim<br/><b>C: Financial planning and forecasting</b></p> | <p>C1 Using cash flow data<br/>C2: Financial forecasting<br/>C3 Suggesting improvements to cash flow problems</p> | <ul style="list-style-type: none"> <li>• Cash flow statement: the cash inflows and the cash outflows over the past 12 months</li> <li>• Cash flow forecast: the forecasted future cash inflows (from sales) and the outflows (such as raw materials,</li> </ul>  | <p>Learning Aim C – assessment practice</p> | <p>HT3/4/5/6</p> |

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|  | <p>C4: Break-even analysis and break-even point</p> <p>C5: Sources of business finance</p> | <p>wages) per month over a set period</p> <p>Purpose of a cash flow forecast:</p> <ul style="list-style-type: none"> <li>• to identify money coming in (inflows) and going out (outflows) of the enterprise over time</li> <li>• to determine net current asset requirements and make business decisions</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> </ul> | <p>Exam Practice ahead of May exam</p> |  |
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|  |  | <ul style="list-style-type: none"><li>• running costs</li></ul> <p>Analysis of cash flow information – considering changes in inflows and outflows over a period and how this affects the enterprise, considering differences between predicted and actual cash flow</p> <p>Cash flow problems – not having enough cash to pay employees and suppliers</p> <p>Impact of timings of inflows and outflows, and suggested solutions to problems:</p> <ul style="list-style-type: none"><li>• increasing revenue</li><li>• selling off unused assets</li><li>• selling off inventory</li></ul> |  |  |
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|  |  | <ul style="list-style-type: none"><li>● chasing debtors for monies owed</li><li>● cutting costs</li><li>● delaying payment to suppliers</li><li>● reducing credit period offered to customers</li><li>● cutting back or delaying expansion plans</li></ul> <p>Construct and interpret a break-even chart and recognise its limitations</p> <ul style="list-style-type: none"><li>● Costs: variable costs, fixed costs, total costs</li><li>● Sales: total revenue</li><li>● Margin of safety</li><li>● Break-even = <math>\text{fixed costs} \div (\text{selling price per unit} - \text{variable cost per unit})</math></li></ul> |  |  |
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|  |  | <ul style="list-style-type: none"><li>• Break-even point</li><li>• Construct and interpret a break-even chart and recognise its limitations</li><li>• Costs: variable costs, fixed costs, total costs</li><li>• Break even = <math>\text{fixed costs} \div (\text{selling price per unit} - \text{variable cost per unit})</math></li><li>• Break-even point</li><li>• Planning with break-even</li><li>• The value and importance of break-even analysis to enterprises when planning</li><li>• Limitations of break-even analysis</li></ul> <p>Why enterprises may plan different sources of finance</p> |  |  |
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|  |  | <p>for different purposes or at different stages and the relevance of each source</p> <p>Using internal sources of finance:</p> <ul style="list-style-type: none"><li>• owner funds</li><li>• retained profits</li><li>• advantages and disadvantages of each source</li></ul> <p>Short-term sources of external finance:</p> <ul style="list-style-type: none"><li>• credit cards</li><li>• trade credit</li><li>• advantages and disadvantages of each source</li></ul> <p>Long-term sources of external finance:</p> |  |  |
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|  |  | <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> |  |  |
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