



SIR GRAHAM BALFOUR SCHOOL

CURRICULUM OVERVIEW – KEY STAGE 4 BUSINESS ENTERPRISE



	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 10	<p>Introduction to course</p> <p>Component 1</p> <ul style="list-style-type: none"> ➤ Size and features of SMEs ➤ Size of SMEs ➤ Types of profit-making enterprise ➤ Features of SMEs ➤ Markets, sectors, models, and industries in which enterprise operates ➤ Different sectors and business models ➤ Different industries 	<ul style="list-style-type: none"> ➤ Aims of enterprise ➤ Impact of activities in supporting the aims of business ➤ Impact of failing to undertake these activities successfully. ➤ Reasons why entrepreneurs start their own enterprise ➤ Impact of the skills and characteristics of the entrepreneur in helping to support the aims of the enterprise 	<ul style="list-style-type: none"> ➤ Benefits and drawbacks of a range of primary research methods used by enterprises ➤ Benefits and drawbacks of a range of secondary research methods used by enterprises ➤ Primary and secondary research methods can provide about customers ➤ Understanding the market ➤ Competitive advantage ➤ Suitability of market research methods that could help the enterprise in gaining further information ➤ Recommendations for actions that enterprises could take based on research and analysis ➤ Suitability of recommendations made according to the potential positive and negative impact on costs and revenues 	<ul style="list-style-type: none"> ➤ Ability to react to the strengths, weaknesses, opportunities, and threats according to the potential positive and negative impact on costs and revenues <p>Coursework</p> <ul style="list-style-type: none"> ➤ Component 2 ➤ Generation of ideas and choosing or rejecting ideas that may contribute to the likely success of an enterprise idea ➤ Innovative ideas which are realistic and within budget ➤ Ownership of the micro-enterprise ➤ Aims of the micro-enterprise ➤ Features of the product (goods or services) to be sold 	<ul style="list-style-type: none"> ➤ Pricing of the product (goods or services) to be sold ➤ Methods of promotion ➤ Identifying the target market ➤ Resources required ➤ Financial information ➤ Risk assessment ➤ Viability of the plan ➤ Selection of relevant information and logical sequencing of information and ideas. 	<ul style="list-style-type: none"> ➤ Review of own skills demonstrated in the production and delivery of the presentation ➤ Component 3 ➤ Target market: the market an enterprise wants to sell its products to. ➤ Market segmentation: key differentiators that divide customers into groups to be targeted ➤ Markets: Business to Business (B2B), Business to Consumer (B2C), niche, mass. ➤ marketing mix, how and why traditional and digital marketing methods are used, and the importance of matching campaigns to the aims of enterprises (Product, price, place, promotion, multichannel marketing)
Year 11	<p>COMP 2 COURSEWORK</p> <ul style="list-style-type: none"> ➤ Factors influencing the choice of marketing methods ➤ Importance of brand image: perceptions of quality, value, variety, and customer service. ➤ Importance of reputation: ➤ Types of financial documents: purchase orders, delivery notes, goods received notes, invoices, credit notes, statements of account, remittance advice slips, receipts. ➤ Importance of accuracy when these documents are being used. ➤ Importance of accurate financial documents and record-keeping to business accounting 	<ul style="list-style-type: none"> ➤ Payment methods: cash, credit cards, debit cards, direct debit, payment technologies. ➤ Impact on customers and enterprises of using different payment methods ➤ Revenue/turnover. ➤ Start-up and running costs. ➤ Financial statements could be of interest to the stakeholders of enterprises. ➤ Profit and loss accounts ➤ Balance sheets 	<ul style="list-style-type: none"> ➤ Stakeholders: owner(s), managers, employees, lenders, government, customers, and suppliers ➤ Difference between cash and profit. ➤ Difference between liquidity and profitability. ➤ Calculate profitability ratios from given formulae ➤ Calculate liquidity ratios from given formulae ➤ Expenditure and revenue budgets ➤ Difference between budgeting and budgetary control (checking performance against plan). ➤ Impact of favourable and adverse variances ➤ Cash flow forecasts 	<ul style="list-style-type: none"> ➤ Purpose of cash flow forecasts ➤ Difference between forecasted and actual cash flows ➤ Cash flow problems: cash surpluses, cash deficits. ➤ Suggested solutions to problems ➤ Fixed, variable and total costs, and total revenue. ➤ Break-even point, margin of safety, area of profit and area of loss. ➤ Importance to an enterprise of breaking even. ➤ Strengths and limitations of break-even analysis. ➤ Internal sources of finance ➤ External sources of finance 	<h1><u>Revision</u></h1>	