



The curriculum for this stage of students' education has been designed to explore the different promotional methods used by enterprises and the factors that influence how enterprises identify and target their market (Unit 1 – Exploring Enterprises coursework). Learners will explore financial documents and how to use them to monitor and improve the performance of an enterprise in order to make decisions and recommend strategies for success (Unit 3 – Promotion and Finance for Enterprise – examination). The performance of an enterprise can be affected by both internal and external factors. To monitor and improve an enterprise's performance, students need to be aware of the impact of these factors and the strategies that can be used to make the most of opportunities and minimise any threats. At the end of Year 10 students will prepare for their external examination, which will be taken in the first term of Year 11.

<p><b>HALF TERM 1:</b> EXPLORE HOW MARKET RESEARCH HELPS ENTERPRISES TO MEET CUSTOMER NEEDS – UNIT 1</p> <p><b>STUDENTS MUST KNOW:</b></p> <p>The importance of identifying customer needs Types and purposes of primary research: Questionnaires, visits or observation – looking at and recording how people behave in situations, interviews or focus groups – talking to people to find out their views and experiences and surveys How to identify customer expectations: Good-value products, rapid response to enquiries, and after-sales service The ways in which products can be linked to market segments</p> <p><b>HOW THIS WILL BE ASSESSED:</b> Assessment of research tasks on the features of local SMEs every 2-3 weeks.</p>	<p><b>HALF TERM 2:</b> EXPLORE HOW MARKET RESEARCH HELPS ENTERPRISES TO MEET CUSTOMER NEEDS</p> <p><b>STUDENTS MUST KNOW:</b></p> <p>Types of qualitative research: Based on individual customer responses, open-ended questions Types of quantitative research: Based on numerical and statistical data Types and purposes of primary research: Questionnaires, visits or observation – looking at and recording how people behave in situations in a structured way and interviews or focus groups Sources and purpose of secondary research: Online research, internet searches and government reports</p> <p><b>HOW THIS WILL BE ASSESSED:</b> Assessment of research tasks on customer needs and expectations every 2-3 weeks.</p>	<p><b>HALF TERM 3:</b> INVESTIGATE THE FACTORS THAT CONTRIBUTE TO THE SUCCESS OF AN ENTERPRISE – UNIT 1</p> <p><b>STUDENTS MUST KNOW:</b></p> <p>How to use situational analysis to identify how internal and external factors might affect an enterprise, to include: SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis – draws together everything that could affect the success of an enterprise, including competitive advantages and disadvantages How to produce a SWOT analysis for a business: Strengths, weaknesses, opportunities and threats</p> <p><b>HOW THIS WILL BE ASSESSED:</b> Assessment of research tasks set on the features of successful businesses every 2-3 weeks</p>
<p><b>HALF TERM 4:</b> FINANCIAL RECORDS &amp; PLANNING – UNIT 3</p> <p><b>STUDENTS MUST KNOW:</b></p> <p>Types of financial documents: Invoices, delivery notes, purchase orders, credit notes, receipts, statement of account Types of payment methods: Cash and payment technologies. Start-up costs and running costs: Examples of costs Definitions of financial terms: Turnover (net sales) and cost of sales (cost of goods sold), gross profit, expenses, net profit and retained profit, assets and liabilities Definitions of cash flow: Cash inflows and outflows The importance of break-even analysis to enterprises Sources of finance: Owner funds, retained profits, loans, credit cards, government grants, hire purchase and leasing</p> <p><b>HOW THIS WILL BE ASSESSED:</b> Case study questions in lesson, end of topic test, external examination October 2021</p>	<p><b>HALF TERM 5:</b> FINANCIAL PLANNING – UNIT 3</p> <p><b>STUDENTS MUST KNOW:</b></p> <p>How to calculate profit/loss using a simple statement of comprehensive income How to interpret statements of comprehensive income and of financial position to calculate ratios How to calculate profitability ratios from given formulae: Gross profit margin percentage (GPM) (gross profit/revenue) × 100 AND net profit margin percentage (NPM): (net profit/revenue) × 100 How to calculate liquidity ratios from given formulae: Current ratio: current assets/current liabilities, liquid capital ratio (current assets – inventory)/current liabilities</p> <p><b>HOW THIS WILL BE ASSESSED:</b> Case study questions in lesson, end of topic test, external examination October 2021</p>	<p><b>HALF TERM 6:</b> ELEMENTS OF THE PROMOTIONAL MIX – UNIT 3</p> <p><b>STUDENTS MUST KNOW:</b></p> <p>Advertising methods: Moving image, print, ambient, digital and audio Promotion methods: Coupons, competitions, money off, loyalty incentives, 'buy one get one free', discounts. Personal selling: Face-to-face, by telephone, via email etc. Public relations activities: Promoting a product/service, brand or enterprise by placing information in the media Segmenting the market to identify which customers its promotions will target through: Age, race, religion, gender, family size, ethnicity, income, social class etc.</p> <p><b>HOW THIS WILL BE ASSESSED:</b> Case study questions in lesson, end of topic test, mock examination, external examination October 2021</p>

**Embedding this knowledge can be supported at home by completing set homework tasks and reading the information booklets provided by the Business department. The specification for this unit can be found on Sharepoint or from the web site <https://qualifications.pearson.com/en/qualifications/btec-tech-awards/enterprise.html>. Watching television programmes such as The Apprentice and Dragon's Den will improve the students' understanding of business terminology and the reasons why businesses are successful.**