	Topic title	SUMMARY OF KNOWLEDGE ACQUISTION	APPROXIMATE DURATION		Ter	m 1a	ī	H			Termib			11	Term 2a			Term	2b		П	Term	13a			Term	3b	
Year 9	Topiction	SAME OF MICHES ACCOUNTS	(Lessons)	1 2	3	4 5	6	7 8	1 2	2 3	4 5	6	7	1 2	3 4	5 6	1	2 3	4 5	6	1	2 3	4	5 1	1 2	3 4	5	6 7
1	Year 9 Enterprise lessons	What is an enterprise? What is an entrepreneur? What skills are needed to be an entrepreneur?	1	1	Τ				П			П		П	$\blacksquare$		П	П										
Year 10	A1 What is Enterprise?	What is enterprise, difference between goods and services, how to attract customers, creativity and innovation, reasons why enterprises fall	2		г		Т					П	П	П			П	П			П			Т			П	
2	Promotional Mix A2 Types of SME's	Message and Medium; Adertising methods; Sales promotions; Personal selling; Public relations; Direct marketing  What is an SME, characteristics of SME's,	2							-				$\blacksquare$	$\blacksquare$		Н	$\blacksquare$	$\perp$		П				H		Ħ	耳
4	Factors influencing choice of promotion	Differences between B2B and B2C; Market segmentation using demographic, psychographc, geographic and behavioural descriptors	3						Ш												П	1					耳	黚
5 6	A3 The Purpose of Enterprise Financial documents	aims and objectives, social and political pressures; types of products and services offered by enterprises Purpose of financial documents; Invoice; Delivery note; Purchase order; Credit note; Receipt; Statement of account	3																			t					Н	$\pm$
7	A4 Entrepreneurs Payment methods	Reasons for starting own enterprise; characteristics and skills of an entrepreneur	2		-				Ш						$\perp$			$\perp$			Н	_					$\sqcup$	$\perp$
8	Assignment 1	Cash; Credit card; Debit card; Direct debit; Payment technologies  Examine the characteristics of Enterprise	7																								廿	$\pm$
9	Revenue	3 main sources of revenue; calculating total revenue Start up costs; running costs; fixed costs; variable cots; calculating variable costs; calculating total costs	1		-			+	H			+		+	+	+	+	+	+		Н			H		+	H	+
11	Statement of comprehensive income	Gross profit; Net profit; format/layout of a statement of comprehensive income; using calculation to complete the statement of comprehensive income	2																								П	
12	B1 Customer needs	importance of anticipating and identifying customer needs; customer expectations; after-sales service; linking products to different kinds of customer, segmentation	2																		П							
13	Statement of financial position B2 Using Market research	Format/layout of a statement of financial position; using calculation to complete the statement of financial position	2						H			H						H					L				Ħ	丰
14	Profitability and liquidity	Market research types and methods Liquidity; Profitability; Cash V profit; Profitability V liquidity; GPM; NPM; Current ratio; Liquid capital ratio	3		L																	1					Ħ	$\pm$
16	B3 Understanding Competitors	Understanding competitors - price, qulity, availability and unique selling point.	2																									
17	Cash flow forecast Assignment 1 and 2	Cash and cash flow; format/layour of a cash flow forecast; using calculation to complete a cash flow forecast Examine the characteristics of Enterprise(2 <sup>nd</sup> Business)	7		-			-	H	-		+		+	+						Н			H		-	${}_{H}$	+
18	Break even	Explore how market research helps enterprises meet custmer  BEP; Break even formula; Break even chart	2	+	-	$\vdash$	H	$\vdash$	$\dashv$	+	$\vdash$	${\color{blue}+}$		+	+	+					Н	+	+	H	+	+	${\it H}$	+
19	Sources of finance	Start-up finance; finance for growth; working capital The impact of internal and external factors on costs and revenue of an	1	1	F	Ħ	H	$\sqcap$	Ħ	1	H	Ħ		$\dashv$	$\Box$	+	$\Box$	П				#	H	H	H	F	Ħ	井
20	C1/C2 Internal and External Factors C3 Situational Analysis	The impact of internal and external factors on costs and revenue of an enterprise  SWOT analysis; PEST analysis	2	+	-	+	$\vdash$	$\vdash$	+	+	$\vdash$	${\it H}$		+	$\dashv$	+	++	+	+		H			$\vdash$	+	+	${\it H}$	+
22	C4 Measuring the Success of an SME	Reasons for the success of SME's, measuring the success of an SME	1			Ц			Ħ			П		Ħ	П	1	Ш	П		J		Ţ					I	耳
Year 11	Assignment 3 Research	Investigate the factors that contribute to the success of an enterprise	3									H		$\mathbf{H}$				H			Н						H	
	Assignment 3 A1 Generating ideas for a micro-	Investigate the factors that contribute to the success of an enterprise	16		Ī		F		П	F	H	П		Ħ	П	Ŧ	Ħ	П	Ħ	7	П	Ţ	П	Ħ	F	T	Ħ	耳
1	enterprise activity	Generating business ideas, factors affecting final idea, skills audit	8			H		H			$\vdash$	${\color{black} H}$		+	+	+	++	$+\!\!\!+$	+		Н	+	+	$\vdash$	+	+	$\dashv$	$\dashv$
2	A2 Plan for a micro-enterprise activity  Assignment- Enterprise Plan	Aims of a micro-enterprise, products/services sold, identifying target market, methods of communication, resources required, risk assessment	9	+	-	$\vdash$	$\vdash$	$\vdash$	F			gnment		Ш		Assi	gnment	Ш	Ш		Н	+	+	$\vdash$	+	$\perp$	$\dashv$	$\dashv$
3	Completion and Pitch B1 Pitching a micro enterprise activity and Assignment	Pitching an idea	12					$\vdash$			ASS	gnment								7	Н					-	H	+
4	B2 Presenting a Micro enterprise activity and Assignment	Presenting a business pitch	12	t		$\sqcap$		H	$\sqcap$	$\dagger$	Ħ	$\sqcap$							$\top$	T	П	$\dagger$		Ħ		T	$\prod$	$\top$
Ė	C1 Using Feedback and review to identify possible changes to the pitch	Using feedback to review pitch	9	t		Ħ		Ħ	$\dagger \dagger$	$\dagger$	Ħ	$\dagger \dagger$		$\dagger \dagger$	$\dagger \dagger$	T	П				9,	ale by 15	th Marr	Ħ		T	$\prod$	$\forall$
Year 12			A						Ħ									Ħ			Samp	e ay 15	un may				Ħ	
1	What is marketing?	Principles and purposes of marketing; What is a marketing campaign	3											$\perp$	+	-		+		4	Н					-	Н	+
2	A1 Features of Business	Owenrship and Liability, purpose of business, sectors of business, scope and size of business, reasons for success	6								Ш				$\perp$	_					Ш						Ш	$\perp$
3	Aims and objectives	Choosing an aim; Writing relevant, SMART objectives; Writing a rationale Mass and Niche markets; Market segmentation;	3												-	-		+	-		Н						${\mathbb H}$	+
4	Types of market  A2 Stakeholders and their	Branding Internal and external stakeholders, the influence of stakeholders	6	-				$\vdash$		+				+	+	-	+	+	+	+	Н	+		$\vdash$	+	-	H	+
5	influence	on business success  Purpose of market research; Primary research methods;	4								H			+	+	+	H	+	+	H	Н					H	H	+
6	Market research  A3 Effective Business	Secondary research methods; Evaluation of validity and reliability	18																		Ш						Ш	Ш
7	Communications  B1 Stucture and Organisation	Written presentation, oral presentation, importance of communication to aid business success  Organisational structure, functional/operational areas	2		-				H	-		+		+	+	+	++	+	+	Н	Н	+		$\perp$	+	-	${\mathbb H}$	+
8	P2 41 and abt above	Private organisations, public organisations, not-for-profit	4											+	+	+	+	+	$\pm$	+	Н					-	H	+
9	Assignment 1	organisations, SMART,  Explore the Features of different businesses and analyse what makes them successful	15							Acc	signme	ont 1		+		+	$^{\dagger\dagger}$		+	Н	Н			H			Ħ	+
10	Situational Analysis	SWOT analysis; PESTLE analysis	6								, igililic			++		t	Ħ	+		т	П					Ħ	H	+
	Marketing Mix	Marketing message; Internal influences; External influences; Product; Promotion; Pricing strategies;																									П	П
11		Place; Extended marketing Mix (Process, People, Physical environment)	15	-		$\vdash$	H	H	igapha	+	H	H			+	+	$\dashv$	$\dashv$	+	+	Н	+	+	$oldsymbol{ert}$	+	+	${m H}$	$\dashv$
12	C1 External Environment	factors affecting business, social stitudes	4	-	-	H	$\vdash$	$\vdash \vdash$	dash	+	$\vdash \vdash$	${\mathbb H}$			$\dashv$	+	++	+	$\dashv$		Н	+	+	$oxed{+}$	+	$\dashv$	$\dashv$	$\dashv$
13	C2 Internal Environment  Allocation of budget	Corporate culture  Cost of promotions; Appropriateness for a given	4		-	${\mathsf H}$	+	$\vdash$	$\forall$	+	${\mathsf H}$	$\forall$			$\dashv$	+	++	+	+		Н	+		H	+	+	$\forall$	$\forall$
14		campaign; Presenting a budget; Justifying a budget  Competition, factors influencing competitive advantage, benefits	3	+	-	$\vdash$	H	$\vdash$	$\dashv$	+	$\vdash$	${\color{blue}+}$		+		+	+	+	+	+	Н	+	+	H	+	+	${\it H}$	+
15	C3 Competitive Environment	and importance of establishing a competitive advantage, benefits and importance of establishing a competitive advantage  Choosing a timeline; Presenting a timeline – gantt chart;	4	+	-	H	H	dash	$\vdash \vdash$	+	$\vdash$	$\dashv$		+		+	++	+	+	+	Н	+	+	$oldsymbol{arphi}$	+	+	$\dashv$	$\dashv$
16	Campaign timelines  C4 Situational Analysis	Orloosing a timeline, Presenting a timeline – gant chart, Justifying a timeline  PESTEL analysis, SWOT analysis, 5C's analysis, Porters Five Forces,	3	-	-	+	$\vdash$	$\vdash$	${\color{blue}+}$	+	$\vdash$	${\it H}$		+		+	+	${\color{blue}+}$	+		Н	+	+	$\vdash$	+	+	${\it H}$	+
17	C4 Situational Analysis  Exam preparation	,,	4	$\pm$	Ł	oxdot	H	$\pm$	$\boxplus$	t	世	Н		$\pm \pm$										Н	$\pm$	$\pm$	${f f eta}$	$\pm$
18	D1 Relationship between demand, supply and price	Infleunces of demand and supply, elasticity of demand	3			П			Ц	Ţ	Щ	П			Д			П	П		П	Ţ		Ц	Д		Щ	Д
19	D3 Pricing and Output Decisions	Impact on pricing and responses by business  Examine the environment and markets in which businesses	3	-	-	$\vdash$	$\perp$	$oxed{\bot}$	$oxed{+}$	+	$\vdash$	$\sqcup$		+	$\coprod$	$\perp$	$oldsymbol{arphi}$		Ш		Ш	┙		$\sqcup$	$\perp$	$\perp$	${\downarrow \downarrow}$	$\dashv$
-	Assignment 2 E1 Role of Innovation and	Examine the environment and markets in which dusinesses operates  Innovation and enterprise	18	-	-	+	$\vdash$	$\vdash$	${\color{blue}+}$	+	$\vdash$	${\it H}$		+	$\dashv$	+	$+\!\!+$	H	Assignme	nt 2	Assi	gnment 2		╟	+	+	${\it H}$	+
20	Enterprise E2 Benefits and risks associated with innovation &	Benefits and risks associated with innovation and enterprise	6	t		+	H	H	$\dag \dag$	$\dagger$	H	$\dag \dag$		$\dagger \dagger$	$\dagger \dagger$	$\dagger$	$\dagger\dagger$	$\dagger\dagger$	$\forall$		H	$\dagger$	f	٦		$\dagger$	Ħ	$\forall$
21	enterprise	Investigate the role and contribution of innovation and enterprise	6	+	-	${+}$	$\vdash$	$\vdash$	$\forall$	+	$\vdash$	${\mathbb H}$		+	+	+	+	+	+	+	Н	+	+	H	F			
W.	Assignment 3	Investigate the role and contribution of innovation and enterprise to business success	12			Ш			Ц			Ц		$\sqcup$		1	Ш	Ш	Ш			4		Ц		Assi	gnment 3	
Year 13	C1 Purpose of accounting	Recording transactions, management of business, , measuring performance, control.	2																									
3 4	C2 Types of income C3 Types of expenditure D1 Sources of finance	Capital income & revenue income Capital expenditure & revenue expenditure Internal sources & external sources	2 2 2	#	Ē		Ħ	Ħ	Ħ	Ė	Ħ	Ħ			$\sharp$	#	Ħ	Ħ	$\pm$		Ħ	#	Ė	Ħ	Ħ	Ħ	Ħ	$\pm$
	A1 Functions and role of money	Functions of money. Role of money is affected and influenced by a number of factors. Planning expenditure, common principles to be							ΙŢ			ΙŢ			$\prod$	T	T	П			П	T						
5	A2 Different ways to pay	considered in planning personal finances  The use of money as a payment method, features, characteristics, advantages and disadvantages of each	6	-	$\vdash$	+			H	+	$\vdash$	${\sf H}$			$\dashv \vdash$	+	+	+	+		Н	+	+	${\mathsf H}$	+	+	${\sf H}$	+
	A3 Current accounts	advantages and disadvantages or each  Different types, features, advantages and disadvantages, different services offered-standard, packaged, premium, basic student.	4	t		+	H	H			$\vdash$	$\dag \dag$			$\dagger \dagger$	$\dagger$	$\dagger\dagger$	$\dagger\dagger$	$\forall$		H	$\dagger$	$\dagger$	$\dag$	$\dagger$	$\dagger$	Ħ	$\forall$
7		Suitability of different financial products and services. Different	2	+		${\dagger}$	T	+	$\dag \dag$			${\mathsf H}$			$\dag \dag$	+	$\dagger\dagger$	$\dag \dag$	$\forall$		Н	+	+	+	$\dagger$	+	$\dagger\dagger$	$\forall$
	A4 Managing personal finance	types of borrowing, features, advantages and disadvantages: against individual needs. Different types of saving and investment features, advantages and disadvantages. Risks and rewards of																			П							
8		saving versus investment. Different insurance products.	4				<u> </u>			1		Ш					<u> </u>	1.1						Ш	L		ш	

9	B1 Explore the personal finance sector	Types of organisations and their advantages and disadvantages e.g. Bank of England, banks, building societies, credit unions, National Savings and Investments, insurance companies, pension companies, pawnbrokers, payday loans.	1																			
10	B2 Communicating with customers	Communication methods – branch, online banking, telephone banking, mobile banking, postal banking.	1							Ę												
11	B3 Consumer protection in relation to personal finance	Consumer protection providers- Financial Conduct Authority (FCA), Financial Ombudsmen Service (FOS), Financial Services Compensation Scheme (FSCS), Legislation – Consumer Credit.	1							External ex												
12	B4 Information guidance and advice	Information and guidance providers - Citizens Advice, IFA, price comparison websites, debt counsellors, Individual Voluntary Arrangements (IVAs), bankruptcy.	1							3 Finanace												
13	E1 Cash flow forecasts	inflows/receipts, outflows/payments. Prepare, complete, analyse, revise and evaluate cash flow. Use of cash flow forecasts for planning, monitoring, control, target setting. Benefits and limitations of cash flow forecasts.	9							Unit												
14	EZ Break-even analysis	Costs, sales, breakeven calcultion, breakeven chart, profit & loss, margin of safety, contribution calculations. Use of break-even for planning, monitoring, control, target setting. Prepare, complete, analyse, revise and evaluate break-even.	9																			
15	F1 Statement of comprehensive income	Purpose and use. Completion, calculation of gross profit, profit/loss for the year. Adjustments for depreciation. Adjustments for prepayments, accruals. Interpretation, analysis and evaluation of statements	9																			
16	F3 Measuring profitability	Calculation, interpretation, analysis and evaluation of gross profit margin, mark-up, profit margin & return on capital employed (ROCE)	3													Ш						
17	F2 Statement of financial position	Purpose and use, completion, calculation and amendment of statement using vertical presentation. Benefits and limitations of the Statement of financial position	9																			
18	F4 Measuring liquidity	Calculation, interpretation, analysis and evaluation of current ratio & liquid capital ratio.	1																			
19	F5 Measuring efficiency	Calculation, interpretation, analysis and evaluation of trade receivable days, trade payable days & inventory turnover.	1																			
20	F6 Limitations of ratios	Umitations of ratios when assessing business performance.	1													Ц						
21	A1 Purpose of market Research	Understand customer behaviour, determine buying trends, investigate brand/advertising awareness, ald new product development, investigate feasibility of entry into new markets, to meet marketing objectives.	1						ı													
22	A2 Types of research	Qualitative and quantitative, secondary, primary, internal sources, external sources.	1																			
23	A3 Appropriateness of choice of research	Appropriateness – cost, accuracy, timelines, response rates.	1		Ц	Ш	Ш	Ш	Ш	Ш						Ц				Ц		Ш
24		Market research plan, Research methods to be used - secondary and primary quantitative and/or qualitative. Pilot questionnaire design. Pilot sampling plan. Probability sampling. Non-probability sampling. Sample size and effect on confidence levels. Pilot research.	7																			
25	B2 Implementation stage	Review of pilot primary research. Data collection - primary & secondary data.	20																			
26	C1 Statistical analysis and interpretation of primary and secondary research	Data analysis/interpretation - mean, mode, median, range and interquartile range, standard deviation, time series, scatter diagrams and trends.	10																Ι			
27	C2 Presentation of research results	Interpretation of secondary research -reports, tables, graphs.  Presentation of conclusions and recommendations. awareness of audience type.	8																			
28	C3 Value of the information	Umitations of the research, Recommend improvements to the process.	2																			
		Unit 22 Final Assignment									Unit	22 As	signm	ent pi	rep			ınit 22 gnme				