**TNHA Curriculum Planning Document** Subject: **Business**  Year: **10**

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| **Timescale** | **Autumn** | | | | **Spring** | | | **Summer** | | | |
| **Prior Learning (from KS2/3)** | KS3: Geography - Industrial Sectors  KS3 Geography – Map skills  KS4: PE: SMART Targets | | | | KS4: Travel & Tourism – Customer needs | | | KS4: Geography – Cost/Benefit Analysis  KS3: LOOL – SWOT analysis?  KS3: Geography – Employment structures | | | |
| **Component** | **Component 1 : Exploring Enterprises** | | | | | | | | | | |
| **Learning Aim** | Learning aim A: Examine the characteristics of enterprises | | | | Learning aim B: Explore how market research helps enterprises to meet customer needs and understand competitor behaviour | | | Learning aim C: Investigate the factors that contribute to the success of an enterprise | | | |
| **Teaching Content** | A1:  What is an enterprise | A2:  Types & characteristics of SMEs | A3:  The purpose of enterprises | A4: Entrepreneurs | B1:  Customer needs | B2:  Using market research to understand customers | B3:  Understanding competitors | C1:  Internal factors | C2:  External factors | C3:  Situational analysis | C4  Measuring the success of an SME |
| **Assessment** | Assignment 1:  Enterprises: Success or failure? | | | | Assignment 2:  How market research helps the selected enterprises meet customer needs and understand competitor behaviour. | | | Assignment 3:  The internal and external factors that impact on the success of enterprises. | | | |
| **Links to other Components** | Component 2: Micro-enterprise activity | | | | Component 2: Micro-enterprise activity | | | Component 2: Micro-enterprise activity | | | |

**TNHA Curriculum Planning Document** Subject: **Business**  Year: **11**

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| **Timescale** | **Autumn** | | | **Spring** | | | **Summer** | |
| **Prior Learning** | Year 10: Homework Finance  KS3: Maths – Calculations (Finance)  KS3 English – Persuasive Writing (Promotion) | | | Year 10 : Component 1 - Exploring Enterprises  Year 11: Component 3 - Promotion & Finance | | | Year 10: Component 1 - Exploring Enterprises  Year 11: Component 3 - Promotion& Finance | |
| **Component** | **3: Promotion and Finance for Enterprise** | | | **2: Planning for & Pitching an Enterprise Activity** | | | | |
| **Learning Aim** | A:  Promotion | B:  Financial records | C:  Financial planning and forecasting | A:  Explore ideas and plan for a micro-enterprise activity | | B:  Pitch a micro-enterprise activity | | C:  Review own pitch for a micro-enterprise activity |
| **Teaching Content** | A1: Promotion Mix  A2: Target Market  A3: Factors influence Mix | B1: Financial Docs  B2: Pay Methods  B3: Rev & Costs  B4: Terminology  B5: S’ment Income  B6: S’ment of FP  B7: Ratios | C1:Cash Flow  C2: Forecasting  C3: CF Problems  C4:Breakeven  C5: Sources | A1:  Generating ideas for a micro-enterprise activity | A2:  A2 Plan for a micro-enterprise activity | B1:  B1 Pitching a micro-enterprise activity | B2:  Presenting a business pitch | C1:  Using feedback and review to identify possible changes to the pitch |
| **Assessment** | External Assessment : Promotion and Finance for Enterprise (retake in May if required) | | | Assignment 1:  Prepare and Plan an Enterprise Activity | | | Assignment 2:  Pitch an Enterprise Activity Idea | |
| **Links to other Components** | Component 2: A2 Plan For Micro-Enterprise Activity  Component 2: B1&B2: Pitching & presenting a business pitch | | | Component 1: Exploring Enterprises (All Learning Aims)  Component 3: Promotion & Finance(All Learning Aims) | | | Component 1: Market Research ( PPT & Presentation) | |