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

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| **Timescale** | **Autumn** | **Spring** | **Summer** |
| **Prior Learning (from KS2/3)** | KS3: Geography - Industrial SectorsKS3 Geography – Map skillsKS4: PE: SMART Targets | KS4: Travel & Tourism – Customer needs | KS4: Geography – Cost/Benefit AnalysisKS3: 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 | C4Measuring 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 FinanceKS3: Maths – Calculations (Finance)KS3 English – Persuasive Writing (Promotion) | Year 10 : Component 1 - Exploring EnterprisesYear 11: Component 3 - Promotion & Finance | Year 10: Component 1 - Exploring EnterprisesYear 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 MixA2: Target MarketA3: Factors influence Mix | B1: Financial DocsB2: Pay MethodsB3: Rev & CostsB4: TerminologyB5: S’ment IncomeB6: S’ment of FPB7: Ratios | C1:Cash FlowC2: ForecastingC3: CF ProblemsC4:BreakevenC5: 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 ActivityComponent 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)  |