

Term	Year 10 Business Studies	Year 11 Business Studies
1	<p><b>Comp 1: Exploring Enterprises</b></p> <p><b>Learning Aim A</b> - Examine local SMEs            What is an enterprise?  <ul style="list-style-type: none"> <li>• Enterprises activities</li> <li>• Competition</li> <li>• The role of customer service</li> <li>• Using creativity and innovation to meet customers' needs</li> <li>• Reasons why some enterprises fail</li> </ul>           Types and characteristics of SMEs:  <ul style="list-style-type: none"> <li>• Definition of SMEs</li> <li>• Characteristics of SMEs</li> </ul>           The purpose of enterprises:  <ul style="list-style-type: none"> <li>• Aims and Objectives</li> <li>• Social and political pressures</li> <li>• Range of products and services provided</li> </ul>           Entrepreneurs:  <ul style="list-style-type: none"> <li>• Reasons for starting own enterprise</li> <li>• Characteristics of entrepreneurs</li> <li>• Skills for success</li> </ul> <p>Learning Aim A assessment is via authorised BTEC assignment and will be assessed according to the specified criteria.</p> </p>	<p><b>Comp 3: Promotion and Finance for Enterprise</b></p> <p><b>Learning Aim A</b> – Promotion:  <ul style="list-style-type: none"> <li>• aspects of advertising and advertising methods.</li> <li>• sales promotion and methods used.</li> <li>• personal selling.</li> <li>• PR activities.</li> <li>• direct marketing and methods</li> <li>• types of market and segmentation.</li> <li>• factors influencing choice of promotion.</li> </ul> <p><b>Learning Aim B</b> – Financial records:  <ul style="list-style-type: none"> <li>• financial documents.</li> <li>• payment methods.</li> <li>• sources of revenue and costs</li> <li>• terminology in financial statements.</li> <li>• statement of comprehensive income.</li> <li>• statement of financial position.</li> <li>• profitability and liquidity.</li> </ul> <p><b>Learning Aim C</b> - Financial planning and forecasting:  <ul style="list-style-type: none"> <li>• financial forecasting (cash flow)</li> <li>• suggesting improvements to cash flow</li> <li>• break even.</li> <li>• importance and limitations to break even.</li> <li>• sources of finance.</li> </ul> <p>Assessed through ongoing exam questions.</p> </p></p></p>
2	<p><b>Learning Aim B</b> - Explore how market research helps enterprises to meet customer needs and understand competitor behaviour.</p>	<p><b>Comp 3: Promotion and Finance for Enterprise</b></p>

	<p>Customer needs:</p> <ul style="list-style-type: none"> <li>• The importance of anticipating and identifying customer needs</li> <li>• Identifying customer expectations</li> <li>• After-sales service</li> <li>• Linking different products to different kinds of customers according to age, gender, income, lifestyle and location.</li> </ul> <p>Using market research to understand customers:</p> <ul style="list-style-type: none"> <li>• Qualitative research</li> <li>• Quantitative research</li> <li>• Primary research</li> <li>• Secondary research</li> </ul> <p>Understanding competitors:</p> <ul style="list-style-type: none"> <li>• The main features which make products competitive</li> <li>• Identifying competitors.</li> <li>• How products stand out from similar products in the market.</li> </ul> <p>Learning Aim B assessment is via authorised BTEC assignment and will be assessed according to the specified criteria.</p>	<p>Revision sessions for Learning Aims A, B and C in preparation for external assessment in February.</p> <p><b>Comp 2: Planning for and Pitching an Enterprise Activity</b></p> <p><b>Learning Aim A - Generating idea for a micro-enterprise activity</b></p> <ul style="list-style-type: none"> <li>• Generating ideas for a micro enterprise.</li> <li>• Selecting a suitable/workable idea.</li> <li>• Skills audit.</li> <li>• Aims and objectives.</li> <li>• Goods and services.</li> <li>• Identifying target market.</li> <li>• Methods of communicating with customers.</li> <li>• Resources.</li> <li>• Risk assessment.</li> <li>• Pitching for an enterprise.</li> </ul> <p>Learning Aim A assessment is via authorised BTEC assignment and will be assessed according to the specified criteria.</p>
<p><b>3</b></p>	<p><b>Learning aim C:</b> Investigate the factors that contribute to the success of an enterprise</p> <p>Internal factors:</p> <ul style="list-style-type: none"> <li>• Factors within the control of the enterprise that can impact positively or negatively on costs.</li> </ul> <p>External factors:</p> <ul style="list-style-type: none"> <li>• Factors outside the control of the enterprise that can impact positively or negatively on costs and revenue</li> </ul> <p>Situational analysis:</p> <ul style="list-style-type: none"> <li>• SWOT/PEST</li> </ul> <p>Measuring the success of an SME:</p> <ul style="list-style-type: none"> <li>• Measures of success of SMEs</li> </ul>	<p><b>Learning Aim B - Pitch a micro-enterprise:</b></p> <ul style="list-style-type: none"> <li>• Creating a business plan.</li> <li>• Delivering a persuasive pitch.</li> <li>• Presentation skills.</li> <li>• Communication skills.</li> <li>• Responding to questions.</li> </ul> <p>Learning Aim B assessment is via authorised BTEC assignment and will be assessed according to the specified criteria.</p> <p><b>Learning Aim C – Using feedback and review to identify possible changes to the pitch:</b></p>

	<ul style="list-style-type: none"><li>• Reasons for the success of methods of measuring success</li></ul> <p>Learning Aim C assessment is via authorised BTEC assignment and will be assessed according to the specified criteria.</p>	<ul style="list-style-type: none"><li>• Giving feedback.</li><li>• Receiving feedback.</li><li>• Evaluation.</li></ul> <p>Learning Aim C assessment is via authorised BTEC assignment and will be assessed according to the specified criteria.</p>
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