Enterprise Curriculum Map

Revision and exam preparation

Planning for and Pitching an Enterprise Activity - Using feedback and review Students will identify possible changes to the pitch after constructive peer feedback, students will reflect and further develop their micro-enterprise pitch.

Planning for and Pitching an Enterprise Activity - Presenting a business pitch Students make individual presentations of a pitch to an audience, summarising the microenterprise plan, and showing: clear presentation skills to pitch the micro-enterprise, clear communication of the developed idea, logical structure of content of the plan, consideration of the audience.



Planning for and Pitching an Enterprise Activity - Pitching a micro-enterprise activity

Students will prepare a pitch of a business plan, incorporating key elements and including: presentation and communication skills, rehearsal and preparation.



Planning for and Pitching an Enterprise Activity - Presenting a business pitch

Students will generate ideas for a realistic micro-enterprise, considering: innovation of products or services, new contexts for products or services, new markets for products or services,

Students will then finalise an idea for a realistic micro-enterprise considering: resources available, financial forecasts, costing and pricing, methods of communication and promotion, potential customers and personal skills

Planning for and Pitching an Enterprise Activity - Plan for a micro-enterprise activity

Students will plan for a chosen micro-enterprise idea to including: financial and nonfinancial aims, product or service to be sold, identifying the target market, methods of communication with the customer, and why certain promotional methods are appropriate, physical and the financial and human resources needed. Students will also develop a isk assessment and contingency plan to overcome any issues identified and ensure the quality of the product or service

Promotion

Students will investigate the methods of promotion used by enterprises, their suitability for different sizes of enterprise, and the factors to consider when choosing the most appropriate, including: types of market – business to business, business to consumer, size of enterprise, budgetary constraints, appropriateness for the product or service.

YEAR

Customer needs and market research

Students will learn importance and methods used to identify and meet customer needs. They will Investigate the importance of and methods used for Market research (price, cost, quality etc)

What affects the success of an enterprise?

Students will investigate the different internal and external factors that impact on the success of a business, including costs, human resources, government policy and competitors.

Students will also learn how the success of an enterprise is measured (profit, break even, volume of sales, customer satisfaction etc.

What is enterprise?

Students will learn the key types and characteristics of enterprise and how they differ in terms of size, location and purpose. Students will study local enterprises as case

Entrepreneurs

Students will examine a range of local entrepreneurs: reasons for starting own enterprise, mind set, skills for success. They will also examine a range of enterprises to see how the characteristics of an enterprise and the characteristics of an entrepreneur contribute to its success or failure

YEAR

Finance

Students investigate the nature and importance of financial records such as invoices, delivery notes, purchase orders, credit notes, receipts, statements of accounts. Students will also investigate the impact om both business and customer of different methods of payment, and how to interpret financial statements using key terminology.

Profitability

Students will learn how to calculate profit and loss and how the financial position of a business may fluctuate (cash flow and costs)

Finance

Students will investigate the different sources of finance available to business and how businesses decide which is the most appropriate. Students will also learn the importance of finance to a business , including cash flow and the challenges that this may cause to a business



