



Haydock High School Business and Enterprise Department – Learning Overview

Year 9	1a C1/A Examine the characteristics of enterprises	1b C1/B Explore how market research helps enterprises to meet customer needs and understand competitor behaviour	2a C1/C Investigate the factors that contribute to the success of an enterprise.	2b C3/A Promotion	3a C3/B Financial records	3b C3/C Financial planning and forecasting
Assessment Point tests	Week beginning 18th November 2019 Written assessment – BTEC style questions focusing on command words		Week beginning 16th March 2020 Written assessment – BTEC style questions focusing on command words and numeracy skills		Week beginning 22nd June 2020 Written assessment – BTEC style questions focusing on command words and numeracy skills	
Assessment point revision	C1/A1 What is an enterprise? C1/A2 Types and characteristics of SMEs C1/A3 The purpose of enterprises C1/A4 Entrepreneurs C1/B1 Customer needs C1/B2 Using market research to understand customers C1/B3 Understanding competitors		C1/C1 Internal factors C1/C2 External factors C1/C3 Situational analysis C1/C4 Measuring the success of an SME C3/A1 Elements of the promotional mix and their purposes C3/A2 Targeting and segmenting the market C3/A3 Factors influencing the choice of promotional methods		C3/B1 Financial documents C3/B2 Payment methods C3/B3 Sources of revenue and costs C3/B4 Terminology in financial statements C3/B5 Statement of comprehensive income C3/B6 Statement of financial position C3/B7 Profitability and liquidity C3/C1 Using cash flow data C3/C2 Financial forecasting C3/C3 Suggesting improvements to cash flow problems C3/C4 Break-even analysis and break-even point C3/C5 Sources of business finance	



Haydock High School Business and Enterprise Department – Learning Overview

Year 10	<p>1a C1/A Examine the characteristics of enterprises</p>	<p>1b C1/B Explore how market research helps enterprises to meet customer needs and understand competitor behaviour</p>	<p>2a C1/C Investigate the factors that contribute to the success of an enterprise.</p>	<p>2b C3/A Promotion</p>	<p>3a C3/B Financial records</p>	<p>3b C3/C Financial planning and forecasting</p>
Assessment Point tests	<p>Week beginning 11th November 2019 BTEC controlled assessment (FINAL)</p>		<p>Week beginning 10th February 2020 * BTEC controlled assessment (FINAL) * Written assessment – BTEC style questions focusing on command words and numeracy skills</p>		<p>Week beginning 22nd June 2020 * Written assessment – BTEC style questions focusing on command words and numeracy skills * External examination</p>	
Assessment point revision	<p>C1/A1 What is an enterprise? C1/A2 Types and characteristics of SMEs C1/A3 The purpose of enterprises C1/A4 Entrepreneurs C1/B1 Customer needs C1/B2 Using market research to understand customers C1/B3 Understanding competitors</p>		<p>C1/C1 Internal factors C1/C2 External factors C1/C3 Situational analysis C1/C4 Measuring the success of an SME C3/A1 Elements of the promotional mix and their purposes C3/A2 Targeting and segmenting the market C3/A3 Factors influencing the choice of promotional methods</p>		<p>C3/B1 Financial documents C3/B2 Payment methods C3/B3 Sources of revenue and costs C3/B4 Terminology in financial statements C3/B5 Statement of comprehensive income C3/B6 Statement of financial position C3/B7 Profitability and liquidity C3/C1 Using cash flow data C3/C2 Financial forecasting C3/C3 Suggesting improvements to cash flow problems C3/C4 Break-even analysis and break-even point C3/C5 Sources of business finance</p>	



Haydock High School Business and Enterprise Department – Learning Overview

Year 11	<p>1a C1/B Explore how market research helps enterprises to meet customer needs and understand competitor behaviour</p>	<p>1b C3/A Promotion C3/B Financial records C3/C Financial planning and forecasting</p>	<p>2a C3/A Promotion C3/B Financial records C3/C Financial planning and forecasting</p>	<p>2b C2/A Explore ideas and plan for a micro-enterprise activity C2/B Pitch a micro-enterprise activity</p>	<p>3a C2/C Review own pitch for a micro-enterprise activity</p>	3b
Assessment Point tests	<p><u>Week beginning 30th September 2019</u> * BTEC controlled assessment (FINAL) * Written assessment – BTEC style questions focusing on command words and numeracy skills</p>		<p><u>Week beginning 25th November 2019</u> * External examination * BTEC controlled assessment (FINAL)</p>		<p><u>Week beginning 9th March 2020</u> * BTEC controlled assessment (FINAL)</p>	