

St Cuthbert Mayne School Curriculum Map



Department: Business & Enterprise

Year 11

The Award gives learners the opportunity to develop sector-specific knowledge and skills in a practical learning environment. The main focus is on the knowledge, understanding and skills required to research, set up, run, review and monitor an enterprise that includes:

Development of key skills that prove aptitude in planning and carrying out an enterprise activity, including market research, planning, carrying out financial transactions, communication and problem solving

Knowledge that underpins effective use of skills, such as the features and characteristics of enterprises and entrepreneurs, and the internal and external factors that can affect the performance of an enterprise

Attitudes and ways of working that are considered most important for enterprise, including communicating and interacting with customers, monitoring and reflecting on performance of enterprise and own use of skills.

This Award complements the learning in other GCSE programmes such as GCSE Business. It requires learners to apply their knowledge in practical ways, through activities that will enable them to develop their ideas, for example researching an idea for a small enterprise.

Year 11 Autumn Term		
Topic/Unit	Component 3: Promotion and Finance for Enterprise	
Knowledge (Content covered)	A1 Targeting and Segmentation A2 4Ps of Marketing A3 Factors influencing marketing methods A4 Trust, Reputation & Loyalty B1 Financial Documents B2 Payment Methods B3 Revenue & Costs B4 Financial Statements B5 Profitability & Liquidity	
Skills	F. Financially Literate O Organised C Co-Ordinating U Understands Customers S. Sells! Sells! Sells!	Strong communication skills (oral and written) Analytical and critical thinking Problem solving Decision making Logical thinking Presentation and report writing skills Numeracy and an understanding of how to interpret and use financial data Self-motivation, initiative and effective time management
Assessment	In class tests & Home Learning	
Gatsby 4 (Linking curriculum learning to careers) GATSBY BENCHMARK 4	The overriding theme to Component 3 is looking at the role of Business Finance and accounting and the transferable skills that these professionals have regardless of the sector that they work in. Please encourage students to use their www.unifrog.org accounts and find jobs relating to Business & Finance. https://www.unifrog.org/student/careers/business-and-finance	
Year 11 Spring Term		
Topic/Unit	Component 3: Promotion and Finance for Enterprise	
Knowledge (Content covered)	C1 Budgeting C2 Cash Flow C3 Improving Cashflow C4 Breakeven C5 Sources of Finance	

Skills	F. Financially Literate O Organised C Co-Ordinating U Understands Customers S. Sells! Sells! Sells!			Strong communication skills (oral and written) Analytical and critical thinking Problem solving Decision making Logical thinking Presentation and report writing skills Numeracy and an understanding of how to interpret and use financial data Self-motivation, initiative and effective time management		
Assessment	In class tests & Home Learning	In class tests & Home Learning	In class tests & Home Learning	In class tests & Home Learning	In class tests & Home Learning	In class tests & Home Learning
Gatsby 4 (Linking curriculum learning to careers) GATSBY BENCHMARK 4	The overriding theme to Component 3 is looking at the role of Business Finance and accounting and the transferable skills that these professionals have regardless of the sector that they work in. Please encourage students to use their www.unifrog.org accounts and find jobs relating to Business & Finance. https://www.unifrog.org/student/careers/business-and-finance					
Year 11 SummerTerm						
Topic/Unit	Component 3: Promotion and Finance for Enterprise					
Knowledge (Content covered)	Revision of: Learning Aim A Marketing Activities Learning Aim B Financial Documents & Statements Learning Aim C Financial Planning & Forecasting					
Skills	F. Financially Literate O Organised C Co-Ordinating U Understands Customers S. Sells! Sells! Sells!			Strong communication skills (oral and written) Analytical and critical thinking Problem solving Decision making Logical thinking Presentation and report writing skills Numeracy and an understanding of how to interpret and use financial data Self-motivation, initiative and effective time management		
Assessment	Assessment will be through Formative Home Learnings & Mock Assignments and the Summatively with a Pearson set assignment.					
Gatsby 4 (Linking curriculum learning to careers) GATSBY BENCHMARK 4	The overriding theme to Component 3 is looking at the role of Business Finance and accounting and the transferable skills that these professionals have regardless of the sector that they work in. Please encourage students to use their www.unifrog.org accounts and find jobs relating to Business & Finance. https://www.unifrog.org/student/careers/business-and-finance					