

Beaumont Collegiate Academy Curriculum Map



Year: 10

Subject: Business & Enterprise

Intent	Implementation	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Clarity around knowledge	Theme / topic	Characteristics of enterprises	Market research	Factors that contribute to the success of an enterprise	Factors that contribute to the success of an enterprise	Planning an enterprise	Creating a business plan
	Key substantive knowledge	What is an enterprise Types and characteristics of SME's The purpose of enterprises Entrepreneurs mind set and skills Success and failure	Meeting customer needs Market segmentation Using market research Primary and secondary data collection Understanding competitors	Understanding markets Keeping customers satisfied Planning and financing Marketing and promotion Human resources	Competition Economics Consumer legislation SWOT analysis Political, economic, social and technological influences PEST analysis	Leadership, personal and communication skills Innovation and new markets Implementation of business plan	Target market Promotions Physical resources Financial forecasting Risk assessment and contingency
	Disciplinary knowledge	Compare and analyse judgement	Research enquiry	The development of scientific thinking Persuasive techniques Promotional techniques	Analysis and evaluation Social and interpersonal skills Situational analysis	Technical skills Forward planning Critical thinking	Experimental skills and strategies Planning
Clarity around sequencing	Main links across the curriculum	Year 10 Spring 1 Year 10 Summer 1	Year 10 Summer 2 Year 11 Autumn 1	Year 10 Summer 2	Year 10 Spring 1	Year 10 Autumn 1	Year 11 Autumn 1 Year 11 Spring 1
	Authentic cross curricular links	Social sciences	Statistics Sampling	Compound interest Accountancy	Human geography	Literacy	Numeracy Physical geography
Vocabulary	Key words	Characteristics Goods/Services SME Unique Independent Chains Budgets Profit Innovative Gaps in the market Private/Public sector Entrepreneur Ethical Social/Political Pop-ups Limited liability partnership	Customer needs Market research Market segmentation Demographic Geographic Psychographic Behavioural Gaps in the market Reputation Loyalty Primary research Secondary research Competitors Features USPs ONS Quantitative research	Marketing HR Demand Financing Contingency plan Interest Fluctuation Unforeseen Gross profit Loan Regulations Taxation	Consumer confidence Economy Growth Recession Tastes Legislation Competitive advantage Perseverance Market share Liquidity ratio SWOT PEST Internal/External Reputation	Innovation Skills audit Market segment Demographic Target market Promotional method Point of sales B2B/B2C Branding Budget Start-up/running costs Demand Supply	Break-even Revenue/Turnover Costs/Expenses Profit Financing Demographic Promotion Risk averse Contingency Business plan Professionalism

		Industry Sector	Qualitative research Open-ended/closed				
Assessment	Summative assessment	Identify and describe characteristics and purpose of SME's and their owners (C1:LAA assessment)	Explain and assess how effective the market research methods are in meeting customer needs and understanding competitor behaviour. (C1:LAB assessment)	Investigate internal and external factors that have an impact on the operations of selected SMEs (C1:LAC assessment)	Situational analysis measuring the success of an SME (C1:LAC assessment)	Report outlining suitable business ideas and how market research supports this (C2:LAA assessment)	Submission of a comprehensive and realistic Business Plan (C2:LAA assessment)
Links to the real world / careers / PD		Social sciences Living in the real world Local and national economy	Market research and customer service Competition Data and statistics	Politics and governance Taxation Brexit Covid-19	Politics and governance Brexit Sociology	Planning Research methods Sociology	Financial planning and budgeting Calculating risk Geography

Beamont Collegiate Academy Curriculum Map

Year: 11

Subject: Business & Enterprise



Intent	Implementation	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Clarity around knowledge	Theme / topic	Promotion and financial documents	Financial statements	Financial planning and forecasting	Financial statements and forecasts	Pitching and presenting	Review and feedback
	Key substantive knowledge	Elements of the promotional mix and their purposes Targeting and segmenting the market Factors influencing the choice of promotional methods interpreting and creating financial documents VAT & discounts Payment methods Income and start-up/running costs	Turnover and profit Assets and liabilities Statement of comprehensive income Statement of financial position Profitability and liquidity Analysing cash flow	Financial forecasting Break-even analysis Constructing and interpreting break even data/charts Sources of business finance	Financial statements Using cash flow data and financial forecasting Interpreting data and suggesting improvements Solutions to financial problems	Pitching an idea Effective communication and presentation Structure and content Understanding audience	Collecting and giving feedback Reviewing feedback Synopsis of plan Identifying developmental needs Recommending improvements
	Disciplinary knowledge	Numeracy & arithmetic	Vocabulary, formulae and nomenclature Numeracy & arithmetic	Numeracy & arithmetic Interpretation and analysis	The development of scientific thinking Numeracy & arithmetic	Experimental skills and strategies	Analysis and evaluation

					Interpretation and analysis		
Clarity around sequencing	Main links across the curriculum	Year 10 Autumn 2				Year 10 Summer 2	Year 11 Summer 1
	Authentic cross curricular links	Numeracy and arithmetic maths	Numeracy Scientific analysis	Numeracy Scientific analysis	Numeracy Scientific analysis	English speaking and listening Performing arts performing to an audience	Drama
Vocabulary	Key words	Medium Promotion Message B2B/B2C Branding PR Exhibition Consumer Push/Pull strategies Demand Segmentation Budget Invoice Start-up/Running costs Expenses Expenditure	Assets Capital Revenue Cost of sales Turnover Net profit Liability Retained profit Net current assets Profitability Liquidity Ratios Gross/Net profit margin Shareholders	Liquid assets Cash inflow Cash outflow Utilities Interest Dividends Cash flow statement Cash flow forecast Net cash flow Overheads Receipts	Liquid assets Cash inflow Cash outflow Utilities Interest Dividends Cash flow statement Cash flow forecast Net cash flow Overheads Receipts	Pitch Business plan Professionalism Slideshow/slide deck Legibility Verbal communication Non-verbal communication Audience Specific Timely	Feedback WWW EBI Balanced Objective Observed Development synopsis
Assessment	Summative assessment	Promotion exam (C3:LAA assessment)	Financial statements (C3:LAB assessment)	Financial forecasts (C3:LAC assessment) External Examination (Pearson) (C3 assessment)	Learners will be provided with a case study of a small to medium enterprise (SME), and a series of activities to complete. (C3 assessment)	Business pitch to an audience (C2:LAB assessment) External Examination - Resit opportunity (C3 assessment)	Submission of feedback and evaluation (C2:LAC assessment)
Links to the real world / careers / PD		Value of marketing and advertising Consumerism Understanding the economy	Financial services Banking and accountancy	Financial services Banking and accountancy	Financial services Banking and accountancy	Leadership skills Personal and technical skills Careers preparation Performance Professionalism	Working with others/teamwork Communication Analysis and evaluation