



ENTERPRISE KS4



What is an Enterprise?

What types of enterprise are there?
What characteristics do different enterprises have?
What is the purpose of enterprises?
Why do entrepreneurs start businesses?
What are entrepreneurs' skills and mindsets?



What is market research?

What are customer needs and how are they identified by a small enterprise?
How does an enterprise use market research to understand customers and competitor behaviour?



What factors contribute to the success of an enterprise?

What internal and external factors impact on an enterprise?
How can a situational analysis help the enterprise manage their success?
What are the measures of success for an enterprise?



YR10



What financial planning and forecasting does an enterprise do?

How does an enterprise use cash flow data?
What financial forecasting methods are used by an enterprise?
How can an enterprise improve their cash flow?
How does a business analyse their break-even point?
What sources of finance are available to an enterprise?



What financial records does a business keep?

What financial documents does an enterprise keep?
What payment methods are available to enterprises?
What are the different sources of revenue and costs?
What terminology is used in financial statements?
How do I construct a statement of comprehensive income and a statement of comprehensive income?
How do I interpret the financial records of an enterprise to show their profitability and liquidity?



How does an enterprise promote themselves?

What are the elements of the promotional mix and what is the purpose of those elements?
How does an enterprise target and segment the market?
What factors influence the choice of promotional methods?



How do I explore ideas and plan for a micro-enterprise?

What ideas do I have for a micro-enterprise?
What factors does a micro-enterprise need to consider?
What should be included in a micro-enterprise plan?

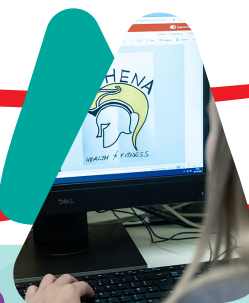


YR11



How do I pitch a micro-enterprise activity?

What are the key elements of a business pitch?
What presentation skills do I need to have?
What communication skills do I need to show in my pitch?



BUSINESS PITCHES TO EXTERNAL STAKEHOLDERS



How do I review my pitch for my micro-enterprise activity?

How do I receive feedback to improve my performance?
How do I use this feedback to influence my future performance?
How do I effectively give others feedback and improvements?



Exam preparation

How can I make sure I am revising effectively for this subject?
How do I memorise and recall knowledge I need for the exam?
How do I maximise marks in this subject's exam?
What are the gaps in my knowledge and how can I address them?
How do I approach exam questions in this subject to ensure I reach the highest grade?
What do I need to do to prepare myself for Sixth Form courses?

BRIDGING UNIT

How do I use a PESTEL analysis?

Why use PESTEL analysis?
What factors are considered in a PESTEL analysis?
How do I use PESTEL to design effective strategies?

KS5