

# 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 1**

<b>Topic/Unit</b>	Component 2: Planning and Presenting a Micro-Enterprise Idea
<b>Knowledge (Content covered)</b>	Learning outcome C: Review the presentation of the micro-enterprise idea to meet specific requirements
<b>Skills</b>	<ul style="list-style-type: none"><li>● Strong communication skills (oral and written)</li><li>● Analytical and critical thinking</li><li>● Problem solving Decision making</li><li>● Logical thinking Presentation and report writing skills</li><li>● Numeracy and an understanding of how to interpret and use financial data</li><li>● Self-motivation, initiative and effective time management</li></ul>
<b>Assessment</b>	Assessment will be through Formative Home Learnings & Mock Assignments and the Summatively with a Pearson set assignment.
<b>Gatsby 4 (Linking curriculum learning to careers)</b> <a href="#">GATSBY BENCHMARK 4</a>	The overriding theme to Component21 is looking at the role of entrepreneurs and the transferable skills that they have regardless of the sector that they work in. This work is supported using <a href="http://www.Careerpilot.org.uk">www.Careerpilot.org.uk</a>

**Year 11 Spring Term  
2**

<b>Topic/Unit</b>	COMPONENT 3: MARKETING AND FINANCE FOR ENTERPRISE
<b>Knowledge (Content covered)</b>	<p>A Marketing activities</p> <p>A1 Targeting and segmenting the market</p> <p>A2 4Ps of the marketing mix</p> <p>A3 Factors influencing the choice of marketing methods</p> <p>A4 Trust, reputation and loyalty</p> <p>B Financial documents and statements</p> <p>B1 Financial documents</p> <p>B2 Payment methods</p> <p>B3 Revenue and costs</p> <p>B4 Financial statements</p> <p>B5 Profitability and liquidity</p>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Strong communication skills (oral and written)</li> <li>• Analytical and critical thinking</li> <li>• Problem solving Decision making</li> <li>• Logical thinking Presentation and report writing skills</li> <li>• Numeracy and an understanding of how to interpret and use financial data</li> <li>• Self-motivation, initiative and effective time management</li> </ul>
<b>Assessment</b>	Assessment will be through Formative Home Learnings & Mock Assignments and the Summatively with a Pearson set Exam.
<b>Gatsby 4 (Linking curriculum learning to careers)</b> <a href="#">GATSBY BENCHMARK 4</a>	The overriding theme to Component 3 is looking at the role of business finance and the world of marketing and the transferable skills that they have regardless of the sector that they work in. This work is supported using <a href="http://www.Careerpilot.org.uk">www.Careerpilot.org.uk</a>

**Year 11 Summer  
Term 3**

<b>Topic/Unit</b>	COMPONENT 3: MARKETING AND FINANCE FOR ENTERPRISE
<b>Knowledge (Content covered)</b>	C Financial planning and forecasting C1 Budgeting C2 Cash flow C3 Suggesting improvements to cash flow problems C4 Break-even point and break-even analysis C5 Sources of business finance
<b>Skills</b>	<ul style="list-style-type: none"> <li>● Strong communication skills (oral and written)</li> <li>● Analytical and critical thinking</li> <li>● Problem solving Decision making</li> <li>● Logical thinking Presentation and report writing skills</li> <li>● Numeracy and an understanding of how to interpret and use financial data</li> <li>● Self-motivation, initiative and effective time management</li> </ul>
<b>Assessment</b>	Assessment will be through Formative Home Learnings & Mock Assignments and the Summatively with a Pearson set Exam.
<b>Gatsby 4 (Linking curriculum learning to careers)</b> <a href="#">GATSBY BENCHMARK 4</a>	The overriding theme to Component 3 is looking at the role of business finance and the world of marketing and the transferable skills that they have regardless of the sector that they work in. This work is supported using <a href="http://www.Careerpilot.org.uk">www.Careerpilot.org.uk</a>