

Year 11 Enterprise	Subject Intent	We want our students to be passionate about Enterprise and have the opportunity to develop and cultivate a creative flair which will provide future career opportunities. Our curriculum improves student's communication skills, literacy and allows them to meet local entrepreneurs and learn from the very best. Students will be confident in a wide range of skills, including understanding cash flow, budgeting and be able to plan, pitch and evaluate their own enterprise idea.
	KS4 Subject Narrative	Students will take three components of work during the two-year course, which includes both controlled assessments and exams. Students will have the chance to run their own business, and participate in the Tenner Challenge, which is a Nationally recognised competition. As part of the exploring enterprises component, students will have the opportunity to meet successful entrepreneurs, and develop an appreciation for what it takes to run a successful business.
	Routine Assessment Strategies	SAR (Strength Action Response) during each draft assessment hand in point for Components 1 and 2 SAR (Strength Action Response) after topic assessment during Component 3. Regular in class tasks and questioning. Students have regular opportunities to present their work.

Year 11 Enterprise	WHY THIS, WHY NOW?	Autumn Term – Component 3 promotion and Finance for Enterprise - LAA	Spring Term - Component 3 promotion and Finance for Enterprise - LAB	Summer Term - Component 3 promotion and Finance for Enterprise - LAC
	Enquiry questions	<ul style="list-style-type: none"> What types of promotions do enterprises use to attract and retain customers? 	<ul style="list-style-type: none"> How might financial records support the success of a business? Who might be interested in financial records? 	<ul style="list-style-type: none"> Why is financial planning important for a business? What might the consequences of poor financial forecasting be?
	Key Subject Knowledge	<ul style="list-style-type: none"> The promotional mix. Advertising Sales promotions. Personal selling. Public relations. Types of market. 	<ul style="list-style-type: none"> Cash inflows and outflows. Cash flow statement and forecasts. Profitability and liquidity. Statement of comprehensive income. Statement of financial position. 	<ul style="list-style-type: none"> Introduction to break-even. Using break-even to plan. Solving cash-flow problems. External sources of finance. Internal sources of finance.
	Subject Competencies	<ul style="list-style-type: none"> Market segmentation. Demographics Geographic. Psychographic. Factors influencing choice of promotion. 	<ul style="list-style-type: none"> Assets and liabilities. Profitability ratios. Liquidity. Turnover and profits. 	<ul style="list-style-type: none"> Short- and long-term finance. Interpreting break-even. Putting together break-even charts. Financing an enterprise.
	Summative Assessments (high stakes assessments which test cumulative knowledge)	<ul style="list-style-type: none"> Regular past paper tests, linked to relevant topics. 	<ul style="list-style-type: none"> Regular past paper tests, linked to relevant topics. External exam (40% final grade) 	<ul style="list-style-type: none"> Regular past paper tests, linked to relevant topics. External exam (40% final grade)
	How does this pave the way for future study?	<ul style="list-style-type: none"> Component 3 LLA allows you to understand how enterprises promote themselves. You will be able to understand how the promotional mix is used to communicate to customers about goods and services. 	<ul style="list-style-type: none"> Component 3 LAB allows you to understand the importance of financial records. You will appreciate how the financial document in an enterprise allows owner to manage and record progress effectively. 	<ul style="list-style-type: none"> Component 3 LAC allows you to understand financial planning and forecasting. You will be able to use a number of management tools such as break-even and cash flow forecasts.