

CORE KNOWLEDGE

What I will know and understand by the end of Year 10.



This year in Year 10 Business you will be able to:		This links to:	Key Vocabulary:				
1	<p>Theme 1:1 Enterprise and entrepreneurship</p> <p>End Point - We will learn why new business ideas come</p> <p>Core knowledge:</p> <ul style="list-style-type: none"> changes in technology, changes in what consumers want, products and services becoming obsolete. 	<ul style="list-style-type: none"> General knowledge of businesses and real life experiences 	<ul style="list-style-type: none"> Risk Reward Failure Security Added value 				
2	<p>Theme 1:2 Spotting the business opportunity</p> <p>End Point - We will be Identifying and understanding customer needs</p> <p>Core knowledge:</p> <ul style="list-style-type: none"> what customer needs are: price, quality, choice, convenience 	<ul style="list-style-type: none"> Theme 1: 1.1.1 The role of business enterprise 	<ul style="list-style-type: none"> Limited liability Unlimited liability Private/public limited company Franchising 				
3	<p>Theme 1:3 Putting a business idea into practice</p> <p>End Point - We will learn what business aims and business objectives</p> <p>Core knowledge:</p> <ul style="list-style-type: none"> financial aims and objectives: survival, profit, sales, and non-financial aims and objectives: social objectives 	<ul style="list-style-type: none"> Theme 1: 1.2.1 Customer needs Theme 1: 1.2.2 Market research 	<ul style="list-style-type: none"> Financial aims/objectives Market share Social objectives Personal satisfaction 				
4	<p>Theme 1:4 Making the business effective</p> <p>End Point - We will learn the concept of limited liability and the implications for the business owner(s). Also we will learn the different types of ownership a business can take.</p> <p>Core knowledge:</p> <ul style="list-style-type: none"> Limited liability, sole trader, partnership, limited companies 	<ul style="list-style-type: none"> Theme 1: 1.2.3 Market segmentation Theme 1: 1.2.4 The competitive environment 	<ul style="list-style-type: none"> Public limited company Franchising Labour Marketing mix E-commerce 				
5	<p>Theme 1:5 Understanding external influences</p> <p>End Point - You will understand different types of technology used by business and how technology influences business activity</p> <p>Core knowledge:</p> <ul style="list-style-type: none"> Inflation, interest rates, exchange rates, tax 	<ul style="list-style-type: none"> Theme 1: 1.1.2 Risk and reward Theme 1: 1.3.1 Business aims and objectives 	<ul style="list-style-type: none"> Shareholders Pressure groups Stakeholder Suppliers Digital communication 				
6	<p>Theme 2.1 Growing the business</p> <p>End Point - You will learn how businesses expand both in the UK and globally. You will learn how they change their structure to accommodate their environment and we will consider social responsibilities.</p> <p>Core knowledge:</p> <ul style="list-style-type: none"> Globalisation, multinationals, imports, exports, corporate social reporting 	<ul style="list-style-type: none"> Theme 1: 1.4.1 The options for start-up and small business Theme 1: 1.5.5 External influences 	<ul style="list-style-type: none"> Takeover Globalisation Tariff Trading bloc Boycott 				
Target Grade:		AP1:		AP2:		AP3:	

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This year in Year 10 Enterprise you will be able to:		This links to:	Key Vocabulary:				
1	<p>Endpoint - C1A Examine the characteristics of enterprise.</p> <p>Core knowledge:</p> <ul style="list-style-type: none"> examine the role of customer service in attracting new customers, securing repeat purchase, customer loyalty and an improved reputation. know the characteristics of small and medium sized enterprises and the purpose each has. 	Real life examples	<ul style="list-style-type: none"> Characteristics Skills Purpose Aims/objectives Ownership 				
2	<p>Endpoint - C1B know the importance of meeting customer needs by identifying customer expectations of good value for money, ensuring a rapid response to enquiries.</p> <p>Core knowledge:</p> <ul style="list-style-type: none"> learn the importance of conducting market research including the use of quantitative and qualitative research. 	Component 1A - Aims of the organisation	<ul style="list-style-type: none"> Customer needs Market research Marketing mix Unique selling point 				
3	<p>Endpoint - C1C investigate why enterprises are successful.</p> <p>Core knowledge:</p> <ul style="list-style-type: none"> impact of factors both inside and outside the control of the enterprise, and how they affect the success of two SMEs. 	Component 1A - characteristics Component 1B - Market research	<ul style="list-style-type: none"> Contingency plan Legislation Situational analysis Liquidity ratio 				
4	<p>Endpoint - C3A demonstrate knowledge and understanding of the elements of promotion and financial records and apply them in context.</p> <p>Core knowledge:</p> <ul style="list-style-type: none"> interpret information to explain factors that could potentially affect the performance of an enterprise, including the impact of specific factors 	Component 1A - purpose of enterprise Component 1C - situational analysis/finance	<ul style="list-style-type: none"> Promotion Credit note Invoice Delivery note 				
5	<p>Endpoint - C3B demonstrate knowledge and understanding of the elements of promotion and financial records and apply them in context.</p> <p>Core knowledge:</p> <ul style="list-style-type: none"> interpret given information to explain factors that could potentially affect the performance of an enterprise, including the impact of for example information from cash flow forecasts. 	Component 3A - sources of finance	<ul style="list-style-type: none"> Assets Liability Profitability Liquidity 				
6	<p>Endpoint - C3C demonstrate knowledge and understanding of the elements of promotion and financial records and apply them in context.</p> <p>Core knowledge:</p> <ul style="list-style-type: none"> interpret given information to explain factors that could potentially affect the performance of an enterprise, including the impact of specific factors 	Component 3A - sources of finance Component 3B - profit/loss, inflow/outflow	<ul style="list-style-type: none"> Cashflow statements Net cashflow Trade credit 				
Target Grade:		AP1:		AP2:		AP3:	

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This year in Year 11 Business you will be able to:		This links to:	Key Vocabulary:
1	<p>Complete 2.1 Growing the business / Theme 2.2 Making marketing decisions</p> <p>End Point - You will learn about the elements that go into growing a business and making a product or service well.</p> <p>Core Knowledge: how consumers have influence over businesses and how business protect their products and services.</p>	<ul style="list-style-type: none"> • Theme 1: 1.3.1 Business aims and objectives • Theme 1: 1.4.3 The marketing mix 	<ul style="list-style-type: none"> • Marketing mix • Unique selling point • Pressure group • Third party platform • Patent
2	<p>Theme 2.3 Making operational decisions</p> <p>End Point - You will learn how businesses manage their resources and everyday activities.</p> <p>Core Knowledge: how consumers recognise that businesses show they sell quality products and services.</p>	<ul style="list-style-type: none"> • Theme : 1.4.1 The options for start-up • Theme 2: 2.1.1 Business growth • Theme 2: 2.1.4 Ethics 	<ul style="list-style-type: none"> • Economies of scale • Standardised • Procurement • Quality mark • Qualitative
3	<p>Theme 2.4 Making financial decisions</p> <p>End Point - You will learn about financial resources that the business must use and understand.</p> <p>Core Knowledge: how to make a profit and how the use of qualitative data as well as quantitative data.</p>	<ul style="list-style-type: none"> • Theme 1: 1.3.2 Revenue, costs and profit • Theme 2: 2.1.1 Business growth 	<ul style="list-style-type: none"> • Profit margin • Inflation • Cost of sales • Qualitative data • infographic
4	<p>Theme 2.5 Making human resource decisions</p> <p>End Point - You will learn about human resources and how their are different layers of staff in an organisation, their roles and responsibilities.</p> <p>Core Knowledge: the laws that come with employing people.</p>	<ul style="list-style-type: none"> • Theme 1: 1.1.3 The role of business enterprise • Theme 1: 1.5.3 Legislation and business 	<ul style="list-style-type: none"> • Span of control • Jargon • Salary band • Legislation • Autonomy
5	<p>Revision</p> <p>End Point - Revision will cover all the themes for both years (Theme 1 and 2).</p> <p>Core Knowledge: All themes</p>	<ul style="list-style-type: none"> • Theme 1-4 	All topic areas
6	<p>Revision</p> <p>End Point - Revision will cover all the themes for both years (Theme 1 and 2).</p> <p>Core Knowledge: All themes</p>	<ul style="list-style-type: none"> • Theme 1-4 	All topic areas

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This year in Year 11 Enterprise you will be able to:		This links to:	Key Vocabulary:				
1	<p>End Point - C3A - You will demonstrate knowledge and understanding of the elements of promotion and financial records and apply them in context.</p> <p>Core Knowledge: interpret information to explain factors that could potentially affect the performance of an enterprise, including the impact of specific factors such as information from cash flow forecasts.</p>	<p>Component 1A - purpose of enterprise</p> <p>Component 1C - situational analysis/finance</p>	<ul style="list-style-type: none"> • Promotion • Credit note • Invoice • Delivery note 				
2	<p>End Point - C3B - demonstrate knowledge and understanding of the elements of promotion and financial records and apply them in context.</p> <p>Core Knowledge: interpret given information to explain factors that could potentially affect the performance of an enterprise, including the impact of for example information from cash flow forecasts.</p>	<p>Component 3A - sources of finance</p>	<ul style="list-style-type: none"> • Assets • Liability • Profitability • Liquidity 				
3	<p>End Point - C3C - demonstrate knowledge and understanding of the elements of promotion and financial records and apply them in context.</p> <p>Core Knowledge: interpret given information to explain factors that could potentially affect the performance of an enterprise, including the impact of specific factors such as information from cash flow.</p>	<p>Component 3A - sources of finance</p> <p>Component 3B - profit/loss, inflow/outflow</p>	<ul style="list-style-type: none"> • Cashflow statements • Net cashflow • Trade credit 				
4	<p>End Point -C2A - examine the characteristics of enterprise. This will include examining the role of an entrepreneur.</p> <p>Core Knowledge: develop their knowledge and understanding of the skills required to plan for a micro-enterprise activity.</p>	<p>Component 3A - sources of finance</p> <p>Component 3C - cashflow forecasting</p>	<ul style="list-style-type: none"> • Innovation • Financial forecasts • Leadership • Practical and technical skills 				
5	<p>End Point - C2B - demonstrate own skills by pitching an individual summary of the final plan to an audience.</p> <p>Core Knowledge: presentation skills, communication skills.</p>	<p>Component 1A - characteristics and skills</p> <p>Component 2A - practical skills</p>	<ul style="list-style-type: none"> • Body language • Gestures • Eye contact • Preparation 				
6	<p>End Point -C2C - develop critical thinking skills as they review and reflect on the success of their business plan and pitch</p> <p>Core Knowledge: presentation and communication skills.</p>	<p>Component 1A - practical skills</p> <p>Component 3B - Preparation and performance</p>	<ul style="list-style-type: none"> • Pitch • Comunication • Presentation • Performance 				
Target Grade:		AP1:		AP2:		AP3:	