

# CORE KNOWLEDGE

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



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

# CORE KNOWLEDGE

What I will know and understand by the end of Year 11



This year in Year 11 Enterprise you will be able to:		This links to:	Key Vocabulary:				
1	<p><b>End Point</b> - C3A - You will demonstrate knowledge and understanding of the elements of promotion and financial records and apply them in context.</p> <p><b>Core Knowledge:</b> 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"> <li>• Promotion</li> <li>• Credit note</li> <li>• Invoice</li> <li>• Delivery note</li> </ul>				
2	<p><b>End Point</b> - C3B - demonstrate knowledge and understanding of the elements of promotion and financial records and apply them in context.</p> <p><b>Core Knowledge:</b> 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"> <li>• Assets</li> <li>• Liability</li> <li>• Profitability</li> <li>• Liquidity</li> </ul>				
3	<p><b>End Point</b> - C3C - demonstrate knowledge and understanding of the elements of promotion and financial records and apply them in context.</p> <p><b>Core Knowledge:</b> 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"> <li>• Cashflow statements</li> <li>• Net cashflow</li> <li>• Trade credit</li> </ul>				
4	<p><b>End Point</b> -C2A - examine the characteristics of enterprise. This will include examining the role of an entrepreneur.</p> <p><b>Core Knowledge:</b> 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"> <li>• Innovation</li> <li>• Financial forecasts</li> <li>• Leadership</li> <li>• Practical and technical skills</li> </ul>				
5	<p><b>End Point</b> - C2B - demonstrate own skills by pitching an individual summary of the final plan to an audience.</p> <p><b>Core Knowledge:</b> presentation skills, communication skills.</p>	<p>Component 1A - characteristics and skills</p> <p>Component 2A - practical skills</p>	<ul style="list-style-type: none"> <li>• Body language</li> <li>• Gestures</li> <li>• Eye contact</li> <li>• Preparation</li> </ul>				
6	<p><b>End Point</b> -C2C - develop critical thinking skills as they review and reflect on the success of their business plan and pitch</p> <p><b>Core Knowledge:</b> presentation and communication skills.</p>	<p>Component 1A - practical skills</p> <p>Component 3B - Preparation and performance</p>	<ul style="list-style-type: none"> <li>• Pitch</li> <li>• Comuncion</li> <li>• Presentation</li> <li>• Performance</li> </ul>				
<b>Target Grade:</b>		<b>AP1:</b>		<b>AP2:</b>		<b>AP3:</b>	