

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	Endpoint - C1A Examine the characteristics of enterprise. Core knowledge: <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">CharacteristicsSkillsPurposeAims/objectivesOwnership	
2	Endpoint - C1B know the importance of meeting customer needs by identifying customer expectations of good value for money, ensuring a rapid response to enquiries. Core knowledge: <ul style="list-style-type: none">learn the importance of conducting market research including the use of quantitative and qualitative research.								
3	Endpoint - C1C investigate why enterprises are successful. Core knowledge: <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 - Aims of the organisation			<ul style="list-style-type: none">Customer needsMarket researchMarketing mixUnique selling point	
4	Endpoint - C3A demonstrate knowledge and understanding of the elements of promotion and financial records and apply them in context. Core knowledge: <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								
5	Endpoint - C3B demonstrate knowledge and understanding of the elements of promotion and financial records and apply them in context. Core knowledge: <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 1A - characteristics Component 1B - Market research			<ul style="list-style-type: none">Contingency planLegislationSituational analysisLiquidity ratio	
6	Endpoint - C3C demonstrate knowledge and understanding of the elements of promotion and financial records and apply them in context. Core knowledge: <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 1A - purpose of enterprise Component 1C - situational analysis/finance			<ul style="list-style-type: none">PromotionCredit noteInvoiceDelivery note	
					Component 3A - sources of finance			<ul style="list-style-type: none">AssetsLiabilityProfitabilityLiquidity	
					Component 3A - sources of finance Component 3B - profit/loss, inflow/outflow			<ul style="list-style-type: none">Cashflow statementsNet cashflowTrade credit	
Target Grade:			AP1:		AP2:		AP3:		

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