

## Temperance Term

W/C	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	HALF TERM
<b>Component</b>	<b>1: Exploring Enterprises Learning Outcome A</b>							
<b>Challenge objective and content for all learners</b>	A: Examine the characteristics of enterprises  A1 What is an enterprise?	A: Examine the characteristics of enterprises  A2 Types and characteristics of small and medium enterprises (SMEs)	A: Examine the characteristics of enterprises  A2 Types and characteristics of small and medium enterprises (SMEs)	A: Examine the characteristics of enterprises  A3 The purpose of enterprises	A: Examine the characteristics of enterprises  A3 The purpose of enterprises	A: Examine the characteristics of enterprises  A3 The purpose of enterprises	A: Examine the characteristics of enterprises  A4 Entrepreneurs	
<b>Inspire Opportunities</b>	Analyse the key factors that contribute to the success of a well-known enterprise. How do these factors interrelate and impact the business's overall performance?	Evaluate the impact of external influences, such as economic conditions and technological advancements, on a local enterprise of your choice. What strategies could the enterprise adopt to mitigate negative effects?	Discuss the importance of ethical considerations in enterprise operations. How might unethical practices affect both the enterprise and its stakeholders?	Compare and contrast the business models of two different enterprises in the same industry. What are the strengths and weaknesses of each model?	Assess the role of innovation in maintaining a competitive edge for an enterprise. Can you provide examples of enterprises that have successfully leveraged innovation?	Predict the potential challenges an enterprise might face when expanding into international markets. How could these challenges be addressed?	Critically examine the importance of customer feedback for an enterprise. How can businesses effectively integrate feedback into their operations to improve products or services?	
<b>Assessment</b>			MCQ A1 & A2		Presentation / Observation		MCQ A1-A4	
<b>Homework</b>		Activity Sheet C01_1_01		Activity Sheet C01_1_03		Activity Sheet C01_1_04		

W/C	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	CHRISTMAS
<b>Component</b>	<b>1: Exploring Enterprises Learning Outcome A</b>			<b>1: Exploring Enterprises Learning Outcome B</b>			
<b>Challenge objective and content for all learners</b>	A: Examine the characteristics of enterprises  A2 Types and characteristics of small and medium enterprises (SMEs) A4 Entrepreneurs	Students to spend lesson time and non-supervised time completing assignment. This may be a centre-devised assignment or the Pearson Authorised Assignment Brief.  ● Students use what they have learned to carry out research into real enterprises by comparing two contrasting local enterprises.		B: Explore how market research helps enterprises to meet customer needs and understand competitor behaviour  B1 Customer needs	B: Explore how market research helps enterprises to meet customer needs and understand competitor behaviour  B1 Customer needs (Component 3 A2)	. B: Explore how market research helps enterprises to meet customer needs and understand competitor behaviour  B2 Using market research to understand customers	

<b>Inspire Opportunities</b>	Investigate the impact of social media on marketing strategies for small enterprises. How can an enterprise maximize its social media presence to attract and retain customers?		Analyse the importance of both primary and secondary market research for an enterprise. How do these types of research complement each other in the decision-making process?	Evaluate the effectiveness of different market research methods (such as surveys, focus groups, and observations) in gathering accurate consumer insights. Which method would you recommend for a startup and why?	Discuss the ethical considerations involved in conducting market research. How might unethical research practices impact an enterprise and its reputation?		
<b>Assessment</b>		Learning aim A: assessment practice & Assessment		MCQ A1-A4 & B1-B2			
<b>Homework</b>		Assessment Specific preparation		Activity Sheet C01_1_08		Activity Sheet C01_1_11	

## Justice Term

W/C	Week 14	Week 15	Week 16	Week 17	Week 18	Week 19	HALF TERM	
Component	<b>1: Exploring Enterprises Learning Outcome B</b>					<b>1: Exploring Enterprises Learning Outcome C</b>		
Challenge objective and content for all learners	B: Explore how market research helps enterprises to meet customer needs and understand competitor behaviour B2 Using market research to understand customers	B: Explore how market research helps enterprises to meet customer needs and understand competitor behaviour B2 Using market research to understand customers	B: Explore how market research helps enterprises to meet customer needs and understand competitor behaviour B3 Understanding competitors	Students spend lesson time and non-supervised time completing assignment. This may be a centre-devised assignment or the Pearson Authorised Assignment Brief. <ul style="list-style-type: none"> <li>Students take what they have learned to compare two local enterprises by undertaking research.</li> </ul>		C: Investigate the factors that contribute to the success of an enterprise C1 Internal factors C3 Situational analysis C4 Measuring the success of an SME (Component 3 A3)		
Inspire Opportunities	Compare and contrast qualitative and quantitative market research. In what scenarios might an enterprise prefer one over the other, and why?	Assess the role of digital tools and platforms in modern market research. How have these tools transformed traditional market research practices?	Predict the potential market trends for a given product or service based on current data. How should an enterprise adapt its strategy to capitalize on these trends?			Analyse the role of leadership in the success of an enterprise. How can different leadership styles influence the performance and culture of a business?		
Assessment		Presentation / Observation		Learning aim B: assessment practice & Assessment				
Homework	Activity Sheet C01_1_16		Activity Sheet C01_1_18			Activity Sheet C01_1_25		

W/C	Week 20	Week 21	Week 22	Week 23	Week 24	Week 25	EASTER	
Component	<b>1: Exploring Enterprises Learning Outcome C</b>				<b>3: Promotion and Finance for Enterprise L/O A</b>			
Challenge objective and content for all learners	C: Investigate the factors that contribute to the success of an enterprise C2 External factors C3 Situational analysis	C: Investigate the factors that contribute to the success of an enterprise C2 External factors C3 Situational analysis C4 Measuring the success of an SME	C: Investigate the factors that contribute to the success of an enterprise C4 Measuring the success of an SME	Students to spend lesson time and non-supervised time completing assignment. This may be a centre-devised assignment or the Pearson Authorised Assignment Brief.	A: Promotion A1 Elements of the promotional mix and their purposes A2 Targeting and segmenting the market A3 Factors influencing the choice of promotional methods			

<b>Inspire Opportunities</b>	Evaluate the impact of effective financial management on the success of an enterprise. How can poor financial management lead to business failure?	Discuss how customer satisfaction contributes to the long-term success of an enterprise. What strategies can businesses implement to maintain high levels of customer satisfaction?	Compare and contrast the success factors of a traditional brick-and-mortar business with an e-commerce business. What unique challenges and opportunities does each face?		Analyse the effectiveness of various promotional strategies (e.g., social media, traditional advertising, influencer marketing) in reaching target audiences. Which strategy would you recommend for a new enterprise and why?	
<b>Assessment</b>			MCQ A1-A4, B1-B3 & C1-C4	Learning aim C: assessment practice & Assessment		
<b>Homework</b>		Activity Sheet C01_01_27				BBC Bitesize Revision and Quiz

## Courage Term

W/C	Week 26	Week 27	Week 28	Week 29	Week 30	Week 31	HALF TERM
<b>Component</b>	<b>3: Promotion and Finance for Enterprise L/O C</b>						
<b>Challenge objective and content for all learners</b>	A: Promotion A1 Elements of the promotional mix and their purposes A2 Targeting and segmenting the market A3 Factors influencing the choice of promotional methods		C: Financial planning and forecasting C1 Using cash flow data C2 Financial forecasting		C: Financial planning and forecasting C3 Suggesting improvements to cash flow problems	C: Financial planning and forecasting C4 Break-even analysis and break-even point	
<b>Inspire Opportunities</b>	Evaluate the role of brand identity in promotional campaigns. How can a strong brand identity influence customer perception and loyalty?		Critically examine the impact of financial planning on the overall success of an enterprise. How can poor financial planning affect the growth and sustainability of a business?		Investigate the various sources of finance available to small enterprises (e.g., bank loans, venture capital, crowdfunding). What are the advantages and disadvantages of each source?	Formulate a budget for a promotional campaign of an enterprise. What factors should be considered to ensure the budget is realistic and effective?	
<b>Assessment</b>			MCQ – 1 - MCQ A1-A4, B1-B3 & C1-C4  3 A1-A3		Quantitative Skills Worksheet		
<b>Homework</b>		BBC Bitesize revision and Quiz		Activity Sheet C02_2_10		Activity Sheet C02_2_11 & C02_2_09	

W/C	Week 32	Week 33	Week 34	Week 35	Week 36	Week 37	SUMMER
<b>Component</b>	<b>3: Promotion and Finance for Enterprise L/O C &amp; B</b>						
<b>Challenge objective and content for all learners</b>	C: Financial planning and forecasting C5 Sources of business finance		B: Financial records B1 Financial documents			B: Financial records B2 Payment methods	
<b>Inspire Opportunities</b>	Predict the financial challenges an enterprise might face during its first year of operation. How can proactive financial management help mitigate these challenges?		Debate the role of financial ratios in assessing the financial health of an enterprise. Are financial ratios alone sufficient to gauge the success of a business? Provide examples to support your argument.				

Assessment			MCQ – 1 - MCQ A1-A4, B1-B3 & C1-C4				
Homework		Activity Sheet C02_2_12	3 A1-A3 & C1-C5	BBC Bitesize, Sources of finance quiz			