

	Half term 1	Half term 2	Half term 3	Half term 4	Half term 5	Half term 6
Key focus	Controlled assessment (30% of course)		Controlled assessment (30% of course)		Exam preparation: Marketing and finance for enterprise Exam topic – Learning aim A	
Key knowledge and skills	Understanding of different skills and characteristics to make an effective entrepreneur. Understanding enterprise aims and objectives to make profit and remain competitive. Understand how politics, economy, social trends, and the environment impact the successful of an enterprise		Understanding of how to research potential micro enterprise. Understanding of segmenting the population to identify target audience. Understand how to create financial forecasts. Understand how to create and present a business pitch.		Demonstrate knowledge of facts, terms and issues in relation to enterprise Demonstrate an understanding of facts, terms and issues in relation to enterprise	
Key words/ vocabulary	Micro enterprise / aim and objectives / profit / primary and secondary research / market competition / PEST analysis / SWOT analysis		Micro-enterprise / target audience / startup costs / financial forecast / business pitch		Targeting and marketing the market / the marketing mix / promotion / pricing strategies / product placing / target audience / segmentation: demographic, psychographic, behavioural, locational	
Assessment method	Controlled assessment		Controlled assessment		Question and answering / practice exam questions / homework / topic assessments	
Wider links			PER – Islamic enterprise / maths – understanding of VAT, discounts, net and gross profits		maths – understanding of VAT, discounts, net and gross profits	
Enrichment opportunities						
Careers links	Starting own enterprise					