

KS4 CURRICULUM		Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 11 Enterprise BTEC	Topic/Scheme	COMP 2: Planning and Presenting a Micro-Enterprise Activity	COMP 2: Planning and Presenting a Micro-Enterprise Activity	COMPONENT 3: Marketing and Finance for Enterprise	COMPONENT 3: Marketing and Finance for Enterprise	COMPONENT 3: Marketing and Finance for Enterprise	
	Reading Material	Know It All Ninja – -Delivery of Presentation	Know It All Ninja – -Review of Presentation	Know It All Ninja – -Targeting & Segmenting the Market -4Ps of the Marketing Mix -Factors Influencing the Choice of Marketing Methods -Trust, Reputation and Loyalty	Know It All Ninja – -Financial Documents -Payment Methods -Revenue & Costs -Financial Statements -Profitability & Liquidity -Budgeting	Know It All Ninja – -Cash Flow -Suggesting -Improvements to Cash Flow Problems -Break-even Point & Break-even Analysis -Sources of Business Finance	
	Key Vocabulary	<ul style="list-style-type: none"> • Cash-flow forecast • Business plan 	<ul style="list-style-type: none"> • Human resources • Risk assessment 	<ul style="list-style-type: none"> • Promotion • Direct marketing • Budget • Purchase order Invoice • Credit note • Receipt 	<ul style="list-style-type: none"> • Debit • Credit • Assets • Gross & Net profit • Turnover • Debtors • Liabilities • Expenses • Creditors In and outflow 	<ul style="list-style-type: none"> • Fixed costs • Variable costs Owner funds • Retained funds. • Overdrafts • Leasing Venture capital 	
	Link to Scheme (Subject Curriculum Plan or Schemes of Learning)	LINK	LINK	LINK	LINK	LINK	

