

**Kings Curriculum Map**  
**Vocational Business & Enterprise**

	<b>Autumn Term</b>	<b>Spring Term</b>	<b>Summer Term</b>
<b>Year 9</b>	<p><b>Component 1 – Exploring Enterprise</b> What is Enterprise? Types and characteristics of SMEs The Purpose of Enterprises Entrepreneurs <b>Completion of Learning Aim A Assignment</b></p>	<p>Customer needs Using market research to understand customers Understanding competitors  <b>Completion of Learning Aim B Assignment</b></p>	<p>Internal success factors External success factors Situational analysis – SWOT Measuring the success of SMEs  <b>Completion of Learning Aim C Assignment</b></p>
<b>Year 10</b>	<p><b>Component 2 – Planning for and Pitching an Enterprise Activity</b>  Generating ideas for a micro-enterprise activity Plan for a micro-enterprise activity <b>Completion of Learning Aim A Assignment</b></p>	<p>Pitching a micro-enterprise activity Presenting a business plan Presentation skills Communication skills  <b>Completion of Learning Aim B Assignment</b></p>	<p>Using feedback to identify possible changes to the pitch. Receive feedback from an audience Review the plan and personal performance Recommend improvements <b>Completion of Learning Aim C Assignment</b></p>
<b>Year 11</b>	<p><b>Component 3 – Promotion and Finance for Enterprise (Exam Unit)</b> Elements of the promotional mix and their purpose Targeting and segmenting the market Factors influencing the choice of promotional methods Financial documents Payment methods Sources of revenues and costs Terminology in financial statements Statement of comprehensive income Statement of financial position Profitability and liquidity</p>	<p>Using cash flow data Financial forecasting Suggesting improvements to cash flow problems Breakeven analysis and breakeven point Sources of business finance.  <b>Component 3 exam – February Results early April</b>  <b>Revision for re-sit</b></p>	<p><b>Revision for re-sit (if required)</b></p>
<b>Year 12</b>	<p><b>Exploring Business – Learning Aims A&amp;B</b> Exploring the features of different businesses and analysing what makes them successful. Investigating how businesses are organised. <b>Completion of Assignment 1</b></p>	<p><b>Exploring Business – Learning Aims C&amp;D</b> Examine the environment in which businesses operate. Examine business markets. <b>Completion of Assignment 2</b></p>	<p><b>Exploring Business – Learning Aim E</b> Investigate the role and contribution of innovation and enterprise to business success.  <b>Completion of Assignment 3</b></p>

	<p><b>Developing a Marketing Campaign – Learning Aim A</b> The principles and purposes of marketing that underpin the creation of a rationale for a campaign. The role of marketing. Influences on marketing activity.</p> <p><b>Personal and Business Finance – Learning Aims A&amp;B</b> Understand the importance of managing personal finances. Explore the personal finance sector.</p>	<p><b>Developing a Marketing Campaign – Learning Aim B</b> Using information to develop the rationale for a marketing campaign. The purpose of researching information to identify the needs and wants of customers. Market research methods. Developing the rationale.</p> <p><b>Personal and Business Finance – Learning Aims C&amp;D</b> Understand the purpose of accounting. Select and evaluate different sources of business finance.</p>	<p><b>Developing a Marketing Campaign – Learning Aim C</b> Planning and developing a marketing campaign. Marketing campaign activity. Marketing mix. The marketing campaign. Appropriateness of the campaign. <b>Unit 2 External Task</b></p> <p><b>Personal and Business Finance – Learning Aims E&amp;F</b> Breakeven and cash flow forecasts. Breakeven analysis. Complete statements of comprehensive income and financial position and evaluate a business's performance. <b>Unit 3 External Exam</b></p> <p><b>Work Experience Optional Unit 27</b> <b>Recruitment and selection Process Optional Unit 8</b></p>
Year 13	<p><b>Managing an Event – Learning Aim A</b> Explore the role of an event organiser. <b>Completion of Assignment 1</b></p> <p><b>International Business – Learning Aims A&amp;B</b> Explore the international context for business operations. Investigate the international economic environment in which business operates. <b>Completion of Assignment 1</b></p> <p><b>Principles of Management – Learning Aims A&amp;B</b> The definitions and functions of management.</p>	<p><b>Managing and Event – Learning Aims B&amp;C</b> Investigate the feasibility of a proposed event. Develop a detailed plan for a business, or social enterprise event. <b>Completion of Assignment 2</b></p> <p><b>International Business – Learning Aim C&amp;D</b> Investigate the external factors that influence external businesses. Investigate the cultural factors that influence international businesses. <b>Completion of Assignment 2</b></p> <p><b>Principles of Management – Learning Aims C&amp;D</b> Managing Human Resources.</p>	<p><b>Managing and Event – Learning Aims D&amp;E</b> Stage and manage a business or social event. Reflect on the running of the event and evaluate own skills development. <b>Completion of Assignment 3</b></p> <p><b>International Business – Learning Aim E</b> Examine the strategic and operational approaches to developing international trade. <b>Completion of Assignment 3</b></p> <p><b>Principles of Management – Learning Aims E&amp;F</b> Impact of change.</p>

	Management leadership styles and skills	Factors influencing management, motivation and performance of the workforce.	Quality Management. <b>Unit 6 External Task</b>
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