

Enterprise Learning Journey



Go to College/ 6 form



Start an apprenticeship

Continue your lifelong love of learning and personal development

Using feedback and review to identify possible changes to the pitch

Presenting a business pitch

Learning aim C: Review own pitch for a micro-enterprise activity

Results Day

Generating ideas for a micro-enterprise activity

Plan for a micro-enterprise activity

Pitching a micro-enterprise activity

Component 2: Planning for and Pitching an Enterprise Activity

Learning Aim A: Explore ideas and plan for a micro-enterprise activity

Learning aim B: Pitch a micro-enterprise activity

Sources of business finance

Break-even analysis and break-even point



Profitability and liquidity

Sources of revenue and costs

Financial documents

Targeting and segmenting the market

Elements of the promotional mix and their purposes

Suggesting improvements to cash flow problems

Learning Aim C: Financial planning and forecasting

Learning Aim B: Financial Records

Learning Aim A: Promotion

Financial forecasting

Using cash flow data

Financial statements

Payment methods

Factors influencing the choice of promotional methods

Component 3: Promotion and Finance for Enterprise

External Factors important for business success

Learning aim C: Investigate the factors that contribute to the success of an enterprise

YEAR 11

Internal factors important for business success

How internal and external factors affect and determine the success of enterprise.

Quantitative and Qualitative data

Learning aim B: Explore how market research helps enterprises meet customer needs and understand competitor behaviour

Primary Research

Secondary research

How enterprises use market research to meet customer needs and understand competitor behaviour.

Entrepreneurial characteristics and skills

Learning aim A: Examine the characteristics of enterprises

Purpose, activities and aims of enterprises.

How successful enterprises achieve their main purpose



Component 1 – Exploring Enterprises

Introduction

YEAR 10

welcome

