

# KS5 Business Enterprise Learning Journey

**KS4:** 1 2 3

1 - Exploring Enterprises  
2 - Planning and Running an Enterprise  
3 - Promotion and Finance for Enterprise (External Exam)

**Post 16 Learning Routes:**

- A Level Business
- BTEC level 3 Business

**EP:**  
Be able to carry out a PEST analysis of one SME – political factors, economic factors, social factors and technological factors affecting the enterprise.

**EP:**  
Be able to explain what primary and secondary research has been used by the SMEs and their use of qualitative/quantitative data and the effectiveness of such research.  
**What is primary/secondary research?**  
**What is qualitative/quantitative data?**

**EP:**  
Be able to explain what internal factors are and how they could affect the SMEs.  
**What are the internal factors affecting a business?**

**EP:**  
Be able to explain what external factors are and how they could affect the SMEs.  
**What are the external factors affecting a business?**

**EP:**  
Carry out a SWOT analysis of one SME – strengths, weaknesses, opportunities and threats.  
**What is a SWOT analysis used for?**

**KS4 Enrichment & Trips**  
Coursework catch up  
Paris  
New York

**KS4 Careers & options**  
Business entrepreneur  
Business manager  
Accountant  
Auditor  
Financial Advisor

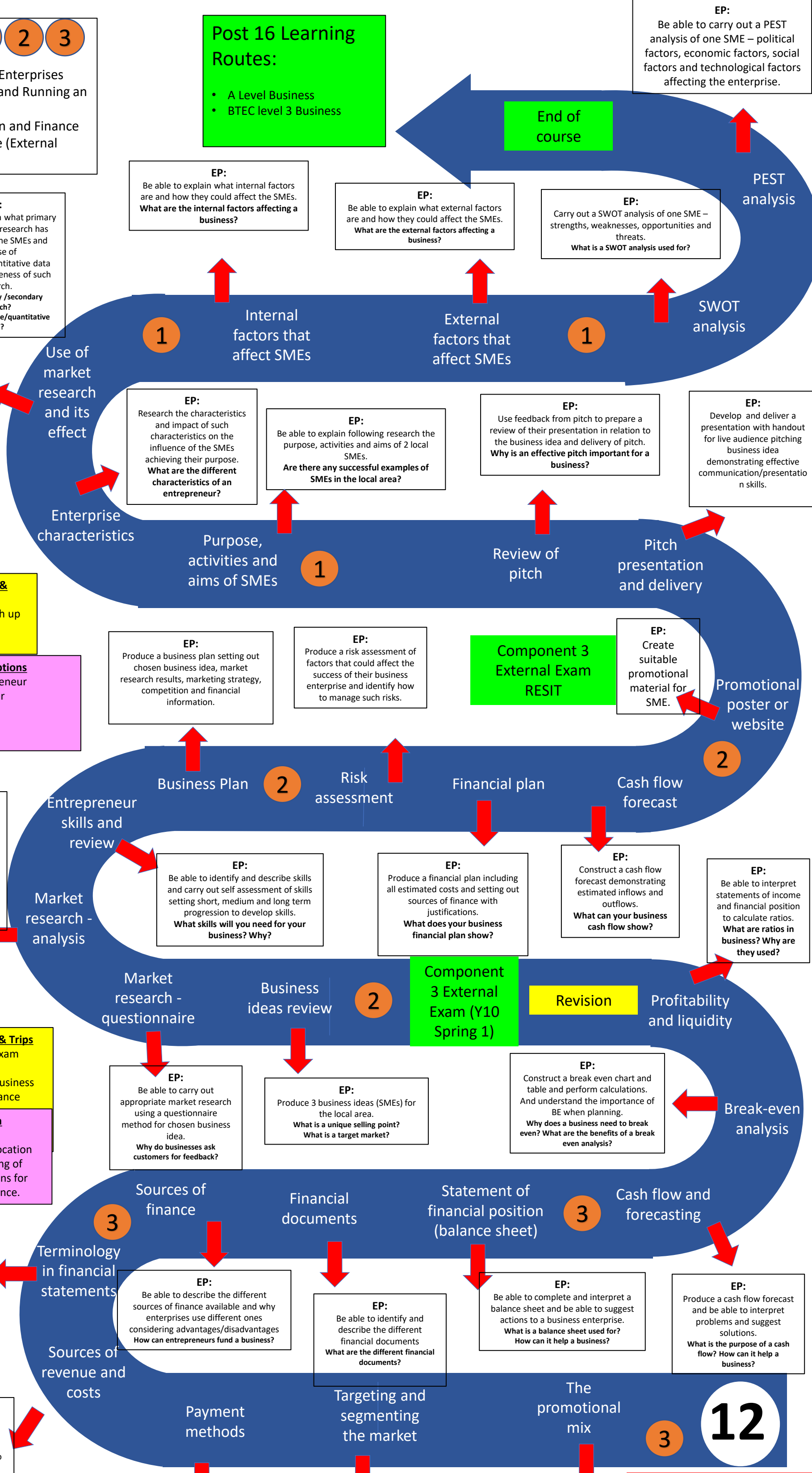
**EP:**  
Collect and collate market research data and analyse for chosen business idea.  
**What can you use the market research for? How will it help your business?**

**Y10 Enrichment & Trips**  
Enrichment for exam preparation.  
Alton Towers – Business workshop on Finance

**KS4 Qualification Requirements**  
Off timetable allocation for video recording of pitch presentations for submission evidence.

**EP:**  
Be able to describe the different keywords in financial documents.  
**What are financial documents?**  
**What are they used for?**

**EP:**  
Explain where income comes from and the different costs to an enterprise.  
**Where do businesses main income come from?**  
**What are the main costs to a business?**



**KEY STAGE 3**  
Although Business Enterprise is a new subject to KS4 students they will have studied elements of business including marketing and promotion with the KS3 ICT curriculum.

Unit overview	Expected progress
Component 1	<p>In this component, you will have the opportunity to develop knowledge and understanding of the different types of enterprise and their ownership, looking at the characteristics of small and medium enterprises (SMEs) and entrepreneurs with reasons for levels of success. You will understand the importance of having a clear focus on the customer and the importance of meeting their needs. Enterprises can struggle if they do not carry out market research. It is important for you to develop relevant skills in market research and to analyse and be able to interpret your findings to support your understanding of customers and competitors. You will explore why enterprises are successful, looking at the impact of factors both inside and outside the control of the enterprise, and investigate ways in which situational analysis can be used to support decision making. You will discover how success can be monitored in an SME. This component will give you an understanding of the factors that contribute to a successful enterprise. You will develop transferable skills, such as research and data analysis, which will support your progression to Level 2 or 3 vocational or academic qualifications.</p>
Component 2	<p>If you are going to succeed as an entrepreneur or as an innovator in business, you need to have great ideas and plan how you are going to put them into practice. Any enterprise needs to plan how it will succeed through working out how it can harness physical, financial and human resources – which means the skills that you and others bring. An entrepreneur will also have to pitch their ideas to an audience in order to secure funding. In this component, you will use the research knowledge gained from Component 1 to consider a number of ideas before developing a plan for a realistic micro-enterprise activity. You will have the opportunity to plan how best to set up the chosen enterprise and how to fund it. You will need to take responsibility for creating and then delivering a pitch for your developed idea to an audience using your knowledge of business, and demonstrating entrepreneurial characteristics, qualities and skills. In the final part of the component you will use feedback to review your plan and pitch for the micro-enterprise activity, reflecting on your plan, your pitch and the skills you demonstrated when pitching. Developing your planning and research, presentation, communication and self-reflection skills will help you to progress to Level 2 or Level 3 vocational and academic qualifications.</p>
Component 3 ( Exam)	<p>The performance of an enterprise can be affected by both internal and external factors. To monitor and improve an enterprise’s performance, you need to be aware of the impact of these factors and the strategies you can use to make the most of opportunities and minimise any threats. In this component, you will assess and analyse financial information in an enterprise context to monitor the performance of an enterprise and strategies to improve its performance. You will investigate cash flow forecasts and statements, exploring the effects that positive and negative cash flow can have on an enterprise, and suggesting ways to improve them. You will consider the different elements of the promotional mix in order to be able to identify target markets and put forward strategies that enterprises can use to increase their success in the future. You will develop skills in analysing information and giving advice for a specific purpose, which will support your progression to Level 2 or 3 vocational or academic qualifications.</p>

## Transferable skills

- Component 1 - Successful delivery of this component will allow learners to develop their knowledge and understanding of small to medium enterprises (SMEs). It will also help develop skills in undertaking research and the interpretation of data collected, which can then be used to make reasoned decisions about the success of the selected SME(s). The knowledge and skills gained will then enable learners to utilise their learning in the second internal component and the external component.
- Component 2 - Successful delivery of this component will allow learners to develop their knowledge and understanding of planning and pitching a micro-enterprise idea. The skills gained can be used when undertaking similar activities
- Component 3 - This external component builds on knowledge, understanding and skills acquired and developed in Components 1 and 2 and includes synoptic assessment. Learners will be provided with a case study of a small to medium enterprise (SME), and a series of activities to complete. This component is assessed by a written assessment set and marked by Pearson. The external assessment will be 2 hours in length. The number of marks for the assessment is 60. The assessment availability is twice a year in February and May.