

ENTERPRISE KEY STAGE 4 CURRICULUM OVERVIEW

By the end of Key Stage 4, students should:

Know	<i>Students will explore different enterprises to develop their knowledge and understanding of the characteristics of enterprises and the skills needed by entrepreneurs to be successful. Students will explore how enterprises use market research to find out about their customer needs and competitor behaviour and how internal and external factors may affect enterprises. Students will generate two realistic ideas for a micro-enterprise and choose one of these to plan within budget. They will individually present their business plan for their idea and review the production and delivery of their presentation to make recommendations for improvements. Students will explore how marketing is used by enterprises and the factors that influence how enterprises identify and target their market. Students will complete financial documents and statements and explore how to use them to monitor and improve the performance of an enterprise in order to make decisions and recommend strategies for success</i>
Do	<i>Students apply their knowledge by analysing real enterprises, conducting market research, creating customer profiles, developing and refining business ideas, producing business plans, preparing financial forecasts and interpreting financial information. They also practise essential enterprise skills by pitching their ideas, responding to questions, evaluating their performance, and completing exam-style tasks that require justification, interpretation and problem-solving.</i>
Appreciate	<i>Students come to appreciate the importance of creativity, resilience and adaptability in enterprise, recognising how small businesses contribute to the economy and how entrepreneurs identify and respond to opportunities. They develop an understanding of why customer needs drive business decisions, why financial literacy is essential for both enterprise and everyday life, and how effective communication and teamwork support success in entrepreneurial activities.</i>

Curriculum coverage

	Topic	Sub topic	Coverage
Year 10	Exploring Enterprises	Examine the characteristics of enterprises	What is an enterprise? The purpose of enterprise
			Types and characteristics of small and medium enterprises (SMEs) Entrepreneurs
		Explore how market research helps enterprises meet customer needs and understand competitor behaviour	Customer needs Understanding competitors
	Planning for and pitching an Enterprise Activity	Investigate the factors that contribute to the success of an enterprise	Using market research to understand customers
			Internal factors Situational analysis
		Explore ideas, and plan for a micro-enterprise	External factors Measuring the success of an SME
			Generating ideas for a micro-enterprise activity Plan for a micro-enterprise activity
Year 11	Marketing and Finance for Enterprise	Pitch a micro-enterprise activity	Pitching a micro-enterprise activity Presenting a business pitch
		Review own pitch for a micro-enterprise activity	Using feedback and review to identify possible changes to the pitch
		Promotion	Elements of the promotional mix and their purposes Factors influencing the choice of promotional methods
		Financial Records	Targetting and segmenting the market
			Financial documents Statement of comprehensive income
			Payment methods Statement of financial position
			Sources of revenue and costs Profitability and liquidity
		Terminology in financial statements	
		Using cash flow data	Break-even analysis and break=even point
			Financial forecasting Sources of business finance
		Financial planning and forecasting	
		Suggesting improvements to cash flow problems	

Wider Key Stage 4 Curriculum

Homework expectations – Retrieval quiz on SMHW and one additional piece of homework a week .

BUSINESS STUDIES KEY STAGE 5 CURRICULUM OVERVIEW

By the end of Key Stage 5, students should:

Know	<i>Students should develop a strong understanding of the core principles that underpin how businesses operate. This includes knowledge of business structures, markets, finance, marketing, human resources, and external influences such as legislation and the economy. They should also know how businesses make decisions, how different functions interrelate, and how strategic choices shape long-term performance.</i>
Do	<i>Students should be able to apply their knowledge to real-world business scenarios, using evidence to analyse situations, interpret data, and evaluate strategic options. This means producing well-reasoned arguments, making justified recommendations, and solving problems using quantitative and qualitative information. They should also develop practical skills such as interpreting financial documents, conducting research, presenting findings, and writing structured business reports.</i>
Appreciate	<i>Students should appreciate the dynamic and interconnected nature of the business environment. This includes recognising how ethical considerations, sustainability, globalisation, and technological change influence business behaviour and decision-making. They should also appreciate the importance of innovation, adaptability, and responsible leadership in shaping successful organisations.</i>

Curriculum coverage

	Topic	Sub topic	Coverage
Year 12	Exploring Business	<i>Explore the features of different businesses and analyse what makes them successful</i>	<i>Features of a business</i> <i>Stakeholders and their influence</i> <i>Effective business communication</i>
		<i>Investigate how businesses are organised</i>	<i>Structure and organisation</i> <i>Aims and objectives</i>
		<i>Examine the environment in which businesses operate</i>	<i>External environment</i> <i>Internal environment</i> <i>Competitive environment</i> <i>Situational analysis</i>
		<i>Examine business markets</i>	<i>Different market structure</i> <i>Pricing and output decisions</i> <i>Relationship between demand, supply and price</i>
		<i>Investigate the role and contribution of innovation and enterprise to business success</i>	<i>Role of innovation and enterprise</i> <i>Benefits and Risks associated with innovation</i>
	Developing a Marketing Campaign	<i>Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign</i>	<i>The role of marketing</i> <i>Influences on marketing activity</i>
		<i>Using information to develop the rationale for a marketing campaign</i>	<i>Purpose of researching information to identify the needs and wants of customers</i> <i>Market research methods and us</i> <i>Developing the rationale</i>
		<i>Planning and developing a marketing campaign</i>	<i>Marketing campaign activity</i> <i>Marketing mix</i> <i>The marketing Campaign</i> <i>Appropriateness of marketing campaign</i>

Curriculum coverage continued				
	Topic	Sub topic	Coverage	
Year 13	Personal and Business Finance	Understand the importance of managing personal finance	Functions and role of money Different ways to pay	Current accounts Managing personal finance
		Explore the personal finance sector	Features of financial institutions Communicating with customers	Consumer protection in relation to personal finance Information guidance and advice
		Understanding the purpose of accounting	Purpose of accounting Types of income	Types of expenditure
		Select and evaluate different sources of finance	Sources of finance	Break-even analysis
		Break-even and cash flow forecast	Cash flow forecasts	
		Complete statements of comprehensive income and financial position and evaluate a business's performance	Statement of comprehensive income Statement of financial position Measuring profitability	Measuring liquidity Measuring efficiency Limitations of ratios
	Investigating Customer service	Explore how effective customer service contributes to business success	Customer service in business Customer expectations and satisfaction	Benefits of building customer relationships Customer service legislation and regulations
		Investigate the methods used to improve customer service in a business	Monitoring and evaluating customer service provision	Indicators in improved performance
		Demonstrate customer service in different situations, using appropriate behaviours to meet expectations	Customer service skills and behaviours Dealing with customer service requests and Complaints	Individual skills audit and development plan
Wider Key Stage 5 Curriculum				
Homework expectations – Past papers and coursework tasks.				