

Progression map: breaks down the key concepts to specify the most important knowledge and how that knowledge builds within the curriculum. It enables teachers to see the big picture of pupils' learning: what content is taught in which year group.

Key Concepts	Year 10	Year 11
The changing business environment	Unit 1 and 2	Unit 2 and 3
Numerical literacy and fluency in using and manipulating data	Unit 1 and 2	Unit 2 and 3
Business success	Unit 1 and 2	Unit 2 and 3

Long-term plan: organises the knowledge from the progression map into units to give an overview of what is taught when in your curriculum. It provides a starting point for medium term planning.

Year 10					
Autumn Term		Spring Term		Summer Term	
Unit Title: 1: Exploring Enterprise	Unit length: 25	Unit Title: 1: Exploring Enterprise	Unit length: 22	Unit Title: 2: Planning for and Pitching an Enterprise Activity	Unit length:
Domains of Knowledge: <ul style="list-style-type: none"> What is an enterprise? Types and characteristics of SMEs The purpose of enterprise Entrepreneurs Customer needs and market research to understand customer needs Understanding competitors 		Domains of Knowledge: <ul style="list-style-type: none"> Internal factors External factors Situational analysis Measuring the success of an SME 		Domains of Knowledge: <ul style="list-style-type: none"> Generating ideas for a micro-enterprise activity including innovation, factors to consider when selecting a business idea and skills audits Plan for a micro-enterprise activity including aims, products, target market, promotion, resources and contingency planning 	
Relevant Key Concepts: <ul style="list-style-type: none"> The changing business environment Numerical literacy and fluency in using and manipulating data Business success 		Key Concepts: <ul style="list-style-type: none"> The changing business environment Numerical literacy and fluency in using and manipulating data Business success 		Key Concepts: <ul style="list-style-type: none"> The changing business environment Numerical literacy and fluency in using and manipulating data Business success 	

<p>Gateway knowledge:</p> <ul style="list-style-type: none"> ● Experience of being in a business e.g. a local shop purchasing a drink ● That you can buy the same or similar product at a number of different places ● Numeracy: creating percentages and pie charts 	<p>Gateway knowledge:</p> <ul style="list-style-type: none"> ● The difference between internal and external ● Knowledge of competition from Autumn term 	<p>Gateway knowledge:</p> <ul style="list-style-type: none"> ● That the same product can be made different ● What a skill is ● What an aim is (Component 1) ● What an advert is ● That it takes more than money to start a business ● The importance of a 'plan b' ● Use of PowerPoint to create a visually effective presentation
<p>Assessment end-points:</p> <ul style="list-style-type: none"> ● Compare the purpose, activities and aims of contrasting businesses ● Describe entrepreneurial characteristics and skills in enterprises ● Analyse how entrepreneurial characteristics and skills support the purpose of businesses ● Assess how successful businesses are in achieving their purpose ● Explain how businesses use market research to meet customer needs and understand competitor behaviour ● Discuss and assess how effective selected market research methods are at helping businesses meet customer needs and understand competitor behaviour 	<p>Assessment end-points:</p> <ul style="list-style-type: none"> ● Explain ways in which internal factors are important for business success ● Explain ways in which external factors are important for business success ● Analyse how the internal and external factors determine business success ● Evaluate the most significant internal and external factors that impact selected businesses 	<p>Assessment end-points:</p> <ul style="list-style-type: none"> ● Describe three potential ideas for micro-enterprise activities using obtained market research ● Prepare a comprehensive and realistic plan for a final micro-enterprise activity, supported by clear individual research ● Pitch a comprehensive and realistic plan for a final micro-enterprise activity, supported by clear individual research

Year 11		
Autumn Term	Spring Term	Summer Term

Unit Title: 3: Promotion and Finance for Enterprise	Unit length: 35 hours	Unit Title:2: Planning for and Pitching an Enterprise Activity	Unit length: 30 hours		
<p>Domains of Knowledge:</p> <ul style="list-style-type: none"> ● 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 revenue and costs ● Income statements and balance sheets ● Profit and liquidity ● Using cash flow data ● Financial forecasting ● Suggesting improvements to cash flow problems ● Break-even analysis and break-even point ● Sources of business finance 		<p>Domains of Knowledge</p> <ul style="list-style-type: none"> ● Pitching a micro-enterprise activity ● Presenting a business pitch ● Using feedback and review to identify possible changes to the pitch 			
<p>Key concepts:</p> <ul style="list-style-type: none"> ● The changing business environment ● Numerical literacy and fluency in using and manipulating data ● Business success 		<p>Key Concepts</p> <ul style="list-style-type: none"> ● The changing business environment ● Numerical literacy and fluency in using and manipulating data ● Business success 			
<p>Gateway knowledge:</p> <ul style="list-style-type: none"> ● Finance knowledge from Component 2 ● Marketing knowledge from Component 2 ● Basic numeracy skills: adding, subtracting, multiplication, division and drawing and reading a line graph 		<p>Gateway knowledge:</p> <ul style="list-style-type: none"> ● How to give constructive feedback kindly 			
<p>Assessment end-points:</p> <ul style="list-style-type: none"> ● Analyse how different promotional and financial factors have positive and negative impacts 		<p>Assessment end-points:</p> <ul style="list-style-type: none"> ● Evaluate the success of the plan and pitch, and recommend how improvements to the plan and pitch could be made 			

<ul style="list-style-type: none">● Interpret information to explain factors that could affect the performance of an enterprise● Give clear recommendations for success, with clear, realistic and convincing justifications● Analyse how different financial factors have positive and negative impacts● Interpret information to explain factors that could affect the performance of an enterprise● Give clear recommendations for success, with clear, realistic and convincing justifications		
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