

KS4 Enterprise Curriculum Coverage: 2025 – 2026



Enterprise

| Sequenced | Component 1: Exploring Enterprises | Component 1: Exploring Enterprises | Component 1: Exploring Enterprises | Component 2: Planning and presenting a micro-enterprise idea | Component 2: Planning and presenting a micro-enterprise idea | Component 2: Planning and presenting a micro-enterprise idea | Component 3: Marketing and Finance for Enterprise | Component 3: Marketing and Finance for Enterprise | Component 3: Marketing and Finance for Enterprise |
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| | Learning Outcome A: Understand how and why enterprises and entrepreneurs are successful | Learning Outcome B: Understand customer needs and competitor behaviour through market research | Learning Outcome C: Understand how the outcomes of situational analyses may affect enterprises | Learning Outcome A: Choose an idea and produce a plan for a micro-enterprise idea | Learning Outcome B: Present a plan for the micro-enterprise idea to meet specific requirements | Learning Outcome C: Review the presentation of the micro-enterprise idea to meet specific requirements | A – Marketing activities | B – Financial documents and statements | C – Financial planning and forecasting |
| Key Knowledge | <p>To know:</p> <ul style="list-style-type: none"> Size of SME's Types of profit-making enterprises Features of SMES's Different sectors and business models Aims of enterprises Impact of activities in supporting the aims of enterprises Impact of failing to undertake these activities successfully Reasons why entrepreneurs start their own enterprise impact of the skills and characteristics | <p>To know:</p> <ul style="list-style-type: none"> Benefits and drawbacks of a range of primary research methods used by enterprises The difference between qualitative and quantitative research Benefits and drawbacks of a range of secondary research methods used by enterprises The importance of the information that primary and secondary research methods can provide about customer needs The importance of the information that primary and secondary | <p>To know:</p> <ul style="list-style-type: none"> What a PEST analysis is Political: governmental changes, new regulations, changes in taxation Economic: consumer confidence in the economy, growth/recession, level of employment, cost of borrowing, cost of energy Social: changing consumer behaviour and trends Technological: social media, energy efficiency, technological trends, costs of marketing and selling | <p>To know:</p> <ul style="list-style-type: none"> Generate ideas that will likely contribute to the success of an enterprise using relevant primary and secondary research Rejecting ideas according to the relevant primary and secondary research How to find gaps in the market Skills audit Safety, ethical, legal and environmental factors with relation to the business idea Potential constraints How to complete an accurate and realistic business plan Ownership, researching the | <p>To know:</p> <ul style="list-style-type: none"> How to select relevant information and logical sequencing of information and ideas The use of appropriate written communication skills using business terminology and presentation of information and data How to use consistent visual presentation Methods of recording the delivery Accurate and effective verbal communication skills Engaging non-verbal communication | <p>To know:</p> <ul style="list-style-type: none"> How to develop critical thinking skills on reviewing and reflecting on the success of the production and delivery of the presentation How to review written, summarisation, language and terminology, verbal communication, non-verbal communication, presentation, technical and practical How to make supported judgements on strengths and weaknesses based on self-reflections and review – what went well, what did not go to plan | <p>To know:</p> <ul style="list-style-type: none"> How and why enterprises may target their markets. What a target market is, market segmentation and the markets that an enterprise can sell in. What the marketing mix is (product portfolio, product lifecycle, branding, pricing strategies, digital and physical distribution of products, promotional mix – advertising, PR, OPR, social media, personal selling, direct marketing, sales promotion | <p>To know:</p> <ul style="list-style-type: none"> Complete and interpret financial documents – the purpose, typical format and sequence Types of financial documents – purchase order, delivery note, goods received note, invoice, credit note, statement of account, remittance advice slips, receipt Why enterprises use some or all of the following payment methods – cash, credit cards, debit cards, direct debit, payment technologies Impact on customers and enterprises of | <p>To know:</p> <ul style="list-style-type: none"> Explore the range of budgets used by enterprises Calculate simple budget figures and comment on the results The difference between budgeting and budgetary control Explore, complete and interpret cash flow forecasts and statements Explore the effects of positive and negative cash flow on enterprises and their stakeholders, identifying possible issues and suggesting solutions Calculate the break-even |

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| | | <p>research methods can provide about competitor behaviour</p> <ul style="list-style-type: none"> Suitability of market research methods that could help the enterprise in gaining further information | <ul style="list-style-type: none"> How do external factors affect an enterprise What a SWOT analysis is Analysis of strengths and weaknesses and reasons as to how each strength can take advantage of opportunities and minimise threats Supported judgements on the impact of each strength, weakness, opportunity and threat according to the potential positive and negative impact on costs and revenue | <p>target market, aims of the micro-enterprise (financial and non-financial), features of the product, pricing, methods of promotion, resources required (physical, human)</p> <ul style="list-style-type: none"> Financial information – break-even calculation, 12-month cash flow forecast and a profit and loss account Risk assessment Viability of the plan | | <ul style="list-style-type: none"> How to make recommendations for improvements to the production and delivery of the electronic presentation | <ul style="list-style-type: none"> Multichannel marketing Above the line and below the line promotion How and why traditional and digital marketing methods are used Factors influencing the choice of marketing methods The importance of matching campaigns to the aims of the enterprise The importance of brand image and reputation on attracting and retaining customers of enterprises | <p>using different payment methods</p> <ul style="list-style-type: none"> Sources of revenue and costs for enterprises how and why they can be minimised/maximised How to complete and interpret financial statements for enterprises and how they can be of interest to the stakeholders of the enterprise. To include a profit and loss account, balance sheet To calculate profitability and liquidity for enterprises and comment on the results of the calculations | <p>point and margin of safety</p> <ul style="list-style-type: none"> Construct and interpret a break-even chart and recognise the strengths and limitations of break-even analysis Explore why enterprises may plan different sources of finance for different purposes or at different stages and the advantages and disadvantages of each source |
| Key Skills | <p>To be able to:</p> <ul style="list-style-type: none"> Detail why activities are important in supporting the aims of a selected enterprise Judgements on the impact of each activity showing relevant links to how these help support the aims of the | <p>To be able to:</p> <ul style="list-style-type: none"> Analyse the benefits and drawbacks of primary and secondary research methods and are fully detailed and specific to the selected enterprise. Analyse the information that the primary and secondary research | <p>To be able to:</p> <ul style="list-style-type: none"> Analyse PEST factors and fully detail and support how these factors may affect a selected enterprise Recommend actions that a selected enterprise could take with each factor of the PEST Analysse the strengths and | <p>To be able to:</p> <ul style="list-style-type: none"> Judge which is the best idea to choose and which one to reject for a micro enterprise. Complete relevant primary and secondary research to allow judgements on the best | <p>To be able to:</p> <ul style="list-style-type: none"> Effectively summarise all relevant and important information in the production of a presentation for a micro-enterprise idea Use the correct business terminology that is consistent, accurate and appropriate to | <p>To be able to:</p> <ul style="list-style-type: none"> Judge about the strengths of the production and delivery of the electronic presentation Judge about the weaknesses of the production and delivery of the electronic presentation Recommend improvements that are fully developed and fully supported | <p>To be able to:</p> <ul style="list-style-type: none"> Explore how marketing is used by enterprises and the factors that influence how enterprises identify and target their market Analyse the different elements of the marketing mix in order to be able to identify target markets, | <p>To be able to:</p> <ul style="list-style-type: none"> 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 | <p>To be able to:</p> <ul style="list-style-type: none"> 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 Carry out calculations to |

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| | <p>selected enterprise.</p> <ul style="list-style-type: none"> Detail skills and characteristics of an entrepreneur and how these allow them to support the aims of the selected enterprise. Judgements on the impact of each skill and characteristic and how these help the entrepreneur to support the aims of the selected enterprise. | <p>methods provide about customer needs and competitor behaviour and are fully detailed and specific to the selected enterprise.</p> <ul style="list-style-type: none"> To be able to recommend alternative primary and secondary methods and how they help to gain further information about their customer needs and competitor behaviour. | <p>weaknesses of a selected enterprise and how these factors may affect the selected enterprise.</p> <ul style="list-style-type: none"> Analyse reasons why each strength and weakness will allow the selected enterprise to take advantage of opportunities and minimise threats Judge the potential impact of each of the strengths, weaknesses, opportunities and threats and how these may affect the selected enterprise. | <p>idea to choose.</p> <ul style="list-style-type: none"> Complete a business plan for a micro-enterprise detailing, aims, product features, pricing and promotion all fully relevant to the target market. Detail physical, financial and human resources that are realistic with no errors Support all resources with research To complete financial planning, forecasting and records that are accurate and realistic To complete a risk assessment that is fully detailed and realistic. To complete a viability judgement that is fully supported by financial data, safety, ethicality, | <p>the enterprise idea</p> <ul style="list-style-type: none"> Deliver an effective and accurate presentation making sure verbal and non-verbal communication is engaging throughout | <p>by reference to the production and delivery of the electronic presentation</p> | <p>make marketing decisions and put forward marketing suggestions for enterprises to use to increase their success in the future.</p> <ul style="list-style-type: none"> Explore how and why traditional and digital marketing methods are used and the importance of matching campaigns to the aims of the enterprises Explore the importance of brand image and reputation on attracting and retaining customers of enterprises | <ul style="list-style-type: none"> Analyse financial information in context Investigate profitability and liquidity and its effects on a given enterprise using ratios Exploring the purpose, typical format, sequence and part of each financial document Analyse why enterprises use different payment methods Explore the sources of revenue and costs for enterprises and how and why they can be minimised/maximised. Explore how financial statements could be of interest to stakeholders | <p>complete financial documents, carry out calculations using formulae and ratios and construct and interpret break-even charts</p> <ul style="list-style-type: none"> Complete simple budget figures used by enterprises, calculate simple budget figures and comment on the results Complete and interpret cash flow forecasts and statements and consider the differences between predicted and actual cash flow Analyse the effects of positive and negative cash flow on enterprises and their stakeholders, identifying possible issues and suggesting solutions Calculate the margin of safety and recognise the strengths and limitations of break-even analysis Analyse why enterprises may plan different sources of finance for different |
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| | | | | legality and environmental considerations. | | | | | purposes or at different stages, and the advantages and disadvantages of each source |
| | Tier 3 key vocabulary | Tier 3 key vocabulary | Tier 3 key vocabulary | Tier 3 key vocabulary | Tier 3 key vocabulary | Tier 3 key vocabulary | Tier 3 key vocabulary | Tier 3 key vocabulary | Tier 3 key vocabulary |
| Subject specific | Entrepreneur, Unique selling point, sole trader, social enterprise, SME, skill, sector, partnership, model, micro-enterprise, limited liability partnership (LLP), limited liability, industry, business to business (B2B), Business to consumer (B2C), e-commerce, characteristics, bricks, clicks, flips, aims, profit, surviving, breaking-even, expanding, maximising sales, environmentally friendly, ethical, knowledge of industry, interpersonal, communication, problem solving, leadership, versatility, motivation, inventiveness, proactiveness, resilience. | Competitive advantage, competitor, consumer confidence, gap in the market, innovative product, market research, primary market research, qualitative research, quantitative research, secondary market research, questionnaires, surveys, observations, interviews, focus group, journals, trade magazines, company materials, market report, government report, statistics, customer needs, competitor behaviour. | Consumer confidence, economic factors, PEST analysis, SWOT analysis, employment level, energy efficiency, ethical, export, external factor, gap in the market, import, internal factor, opportunity, political factors, recession, regulation, social factors, strength, tax, technological factors, threat, weakness, governmental changes, growth, recession. | Skills audit, Innovative product, judgement, break-even point, cash flow, competitive advantage, competitive pricing, competitor, cost, cost of sales, cost-plus pricing, expenses, finance, fixed cost, gap in the market, gross profit, inflow, marketing mix, net profit, niche market, mass market, outflow, penetration pricing, sole trader, social enterprise, premium pricing, price skimming, primary market research, secondary market research, production costs, profit, promotion, promotional mix, qualitative research, quantitative research, aims, resources, revenue, risk assessment, running costs, segmentation, skill, start-up costs, supplier, target market, unique selling point, variable costs, human resources, viability. | Production, presentation, logical order, audience, sequence, summary, structure, outline, deliver, visually, professional, consistent, tone of voice, body language, communication skills. | Review, production, delivery, presentation, effectiveness, communicated, verbal, non-verbal, elements, business terminology, logical order, content, data, information, visual presentation, layout, transitions, animations, tone, rehearsing, technical skills, practical skills, supported judgements | Brand image, branding, business to business (B2B), business to consumer (B2C), competitive pricing, cost-plus pricing, marketing mix, mass market, multichannel marketing, niche market, penetration pricing, premium pricing, price skimming, price war, product lifecycle, product portfolio, promotion, promotional mix, public relations, reputation, segmentation, target market, unique selling point, demographic, psychographic, behavioural, geographic, loyalty, trust, | Asset, cost of sales, creditors (accounts payable) , debtors (accounts receivable), expenses, gross profit, net profit, production costs, profit, profitability, revenue, turnover, start-up costs, running costs, liquidity, purchase order, delivery note, goods received note, invoice, credit note, statement of account, remittance advice slip, receipt, record keeping, accuracy, cash, credit card, debit card, direct debit, payment technologies, profit and loss account, statement of comprehensive income, balance sheet, statement of financial position, fixed asset, current asset, working capital, net current asset, long-term liability, current liability, stakeholders, owner, manager, employees, lenders, government, customers, suppliers, profitability, liquidity, gross profit margin, net profit margin, current ratio, liquid capital ratio, inventory. | Adverse variance, budget, budgetary control, expenditure budget, favourable variance, finance, government grant, loan, start-up costs, running costs, revenue, outflow, interest, inflow, fixed costs, expenses, cost, cash surplus, cash flow, cash deficit, break-even point, variable costs, total cost, margin of safety, capital expenditure, cash, labour, marketing/promotion, overheads, production, purchases/materials, revenue/sales, opening balance, closing balance, savings, retained profit, sale of assets, mortgage, share capital, hire purchase, leasing, peer to peer lending (P2P), business angels, overdraft, crowdfunding, trade credit, government grant, charitable grant. |

