The Westbourne Academy KS4 Enterprise Journey

Maximising Potential within Enterprise

STAR – SAFE • THOUGHTFUL • ACCOUNTABLE • RESPECTFUL

WESTBOURNE ACADEMY

EXPLORING ENTERPRISE

Component 1- Exploring Enterprise

Learning Aim D

1D-Internal influences on your chosen businesses

1D- External influences on your chosen Businesses

Component 1 & 2 course work FULLY completed

Post 16 Pathway

Component 3 Exam

2.5 Motivation

3-Direct Marketing / personal Selling

3-Advertising

Easter Revision

PRE Exams

3- Financial statements of position

Component 3- Final Exam Practice

Component 3- Finance and Promotion- Revenue, costs and profits

3-Sales Promotion/ Public Relations

3-Financial Documents

3-introduction to types of promotion

3-Sources of Finance

3-Gross/Net profit

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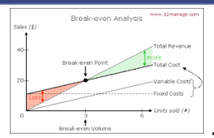

3-Breakeven

Component 2- Learning Aim B- Create and present your business idea

3-Cash flow

1C- Market Research for 2 small local businesses

Component 1-Learning Aim C

P6 lessons begin

1A- Research 2 small local businesses

Component 2- Learning Aim C- Evaluation of your business presentation

1A-Types of ownership for 2 small local businesses

1A-Location factors for 2 small local businesses

1A-Ethical factors for 2 small local businesses

Component 1- Learning Aim B

1B- Entrepreneurial skills in 2 small local businesses

EXPLORING ENTERPRISE

2A- Resources required to run the business

1.2 Competitive Environment

1.3 Revenue, costs and profits

2A-Using Market Research to identify your customers' needs

1.3 Cash Flow

2A- Planning 3 potential micro ideas using market research

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Component 1- Exploring Enterprise

Learning Aim A

2A- Assessing the viability of your micro

2A-Creating a business plan for ONE micro idea.

Component 2- Planning for and pitching an enterprise activity

Learning Aim A