

Teacher 1 - 3 Hours Per Cycle				Teacher 2 - 2 Hours Per Cycle			
Term	Component	Topic	Course Content	Term	Component		
Term 1	Component 1: Exploring Enterprises	A1 Size and Features of SME's	Size of SME's Types of profit making enterprises Features of SME's	Term 1	Component 3: Marketing and Finance for Enterprise	A1 Targeting and Segmenting the Market	Target Market Market Segmentation Markets
		A2 Sectors and business models in which enterprise operates	Different Sectors and Business Models Different Industries in Which Enterprises Operate			A2 4Ps of the Marketing Mix	Product Price Place Promotion Multi Channel Marketing
		A3 Aims and Activities of Enterprises	Aims of Enterprises Impacts of Activities in Supporting the Aims of Enterprises Impact of failing to undertake these activities			A3 Factors Influencing The Choice of Marketing Methods	Appropriateness for product Speed of Information Cost of the Enterprise Competitors Activities Experience of the Entrepreneur Importance of Brand Image
		A4 Skills and Characteristics of Entrepreneurs	Reasons why entrepreneurs start their own enterprise Impact of the skills and characteristics of an entrepreneur			A4 Trust, Reputation and Loyalty	Importance of Reputation
		B1 Market Research Methods	Primary Research Secondary Research			B1 Financial Documents	Types of Financial Documents Importance of Accuracy Financial Documents for Accounting
		B2 Understanding Customer Needs	Understanding the market Adding Value Identifying Customer Expectations Adapting products for customer needs			B2 Payment Methods	Payment Methods Impact of Different Payment Methods
		B3 Understanding Competitor Behaviour	Understanding the Market Competitive Advantage			B3 Revenue and Costs	Revenue Start Up and Running Costs
		B4 Suitability of Market Research Methods	Information about customers and competitors Alternative methods based on different factors			B4 Financial Statements	Profit and loss Account Balance Sheet Stakeholders
		C1 PEST	Political Economic Social Technological			B5 Profitability and Liquidity	Difference between cash and profit Difference between liquidity and profitability Calculate profitability Ratios Calculate Liquidity Ratios
		C2 SWOT	Strengths Weaknesses Opportunities Threats				
		Pearson Set Assignment	Coursework Completion				
Term 2	Component 2: Planning and Pitching a Micro-Enterprise Idea	A1 Choosing Ideas For Micro Enterprise	Generation of Ideas for Micro Enterprise Skills Audit Resources Potential Constraints Financial Forecasts Costs and Pricing Communication and Promotion Potential Customers Gaps in the Market	Term 2	Component 3: Marketing and Finance for Enterprise	C1 Budgeting	Expenditure and Revenue Budgets Difference between budgeting and budgetary control Impact of favourable and adverse variances
		A2 Plan for a Micro Enterprise	Ownership Aims of Enterprises Features of the product Pricing Methods of Promotion Identifying the Target Market Resources Required Financial Information Risk Assessment			C2 Cash Flow	Cash Flow Forecasts Purpose of Cash Flow Forecasts Difference between forecasted and actual cash flows
						C3 Suggesting improvements to cash flow problems	Cash Flow Problems Solutions to cash flow problems
Term 3	Component 2: Planning and Pitching a Micro-Enterprise Idea			Term 3	Component 3: Marketing and Finance for Enterprise	C4 Break Even Point and Break Even Analysis	Total Revenue Fixed, Variable and Total Costs Break Even Point Margin fo Safety Area of Profit and Loss Importance of Break Even Strengths and Limitations of Break Even Analysis
						C5 Sources of Business Finance	Internal Sources of Finance External Sources of Finance