Curriculum Map

Subject: Enterprise   **Year group: 11**

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Content Enterprise and Marketing Concepts	Identifying characteristics, risk and rewards for enterprise. Market research to target a specific customer Types of market segmentation	What makes a product financially viable? How to use the formula for break-even as an aid to decision making	Creating a marketing mix to support a product Types of advertising medium used to attract and retain customers and the appropriateness of each	Sales promotion techniques used to attract and retain customers and the appropriateness of each Extension strategies for products in the product lifecycle and the appropriateness of each.	Factors to consider when starting up and running an enterprise Exploring support for enterprise in the UK Revision Skills	N/A
Skills *Apply* *Justify* *Reflect* *Develop*	Balancing risks against rewards when developing ideas. Applying research theories to real life situations	Making justified and accurate assessments of viability.	Developing creativity to attract targeted customers, reflecting of effectiveness and suggesting justified changes	Evaluate methodology and apply in context. Collating information from a range of sources to examine potential product lifespan.	Applying knowledge in context to make informed decisions in planning. Exploring available support.	N/A
Key Questions	Does launching a new product come with risks? Why do these need to be fully considered before deciding on a marketing plan?	What influences costs to make them variable?	Why should companies use a range of mediums to advertise a product? What may influence the types of medium used for a product?	What benefits does developing customer loyalty have for a brand range?	What is the role of the chambers of commerce? Why is in depth market research into competitors vital before planning and launching a new product?	N/A
Assessment	Assessment 1 In class summative assessment	Assessment: In class summative assessment	Assessment : In class summative assessment	Assessment : In class summative assessment	Assessment: External examination	N/A

	In class formative assessment	In school pre-public examination	In class formative assessment	In school pre-public examination		
Literacy/Numeracy/ SMSC/Character	Synthesising information from a range of sources to develop understanding of the complexities of business decisions.	Synthesising information from a range of source to review and developing approach.	Validating sources of information Extended research task to include qualitative and quantitative information	Comprehensive literacy task applying key terminology and ideas, in context.	N/A	N/A