

Oasis Academy Lister Park Business Curriculum: Year 11



In Year 11, students will consolidate knowledge built up in Year 10 and use this to do an assessed component. In Year 11 Students will complete Component 3 of the BTEC Tech Award in Enterprise, which covers different areas of Business finance.

Component 3 Aim: explore the different promotional methods used by enterprises and the factors that influence how enterprises identify and target their market

During Component 3 learners will:

- demonstrate knowledge and understanding of elements of promotion and financial
- interpret and use promotional and financial information in relation to a given enterprise
- make connections between different factors influencing a given enterprise
- advise and provide recommendations to a given enterprise on ways to improve its performance.

11	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
	<p><u>Component 3 A: Promotion</u></p> <p>A1 Elements of the promotional mix and their purposes</p> <p>A2 Targeting and segmenting the market</p> <p>A3 Factors influencing the choice of promotional methods</p>	<p><u>Component 3 B: Financial records</u></p> <p>B1 Financial documents</p> <p>B2 Payment methods</p> <p>B3 Sources of revenue and costs</p> <p>B4 Terminology in financial statements</p>	<p><u>Component 3 B: Financial records</u></p> <p>B5 Statement of comprehensive income</p> <p>B6 Statement of financial position</p> <p>B7 Profitability and liquidity</p>	<p><u>Component 3 C: Financial planning and forecasting</u></p> <p>C1 Using cash flow data</p> <p>C2 Financial forecasting</p> <p>C3 Suggesting improvements to cash flow problems</p> <p>C4 Break-even analysis and break-even point</p> <p>C5 Sources of business finance</p>	Revision	
What will be covered?	<p>Different methods of promotion used by enterprises, their suitability for different sizes of enterprise, and the factors to consider when choosing the most appropriate, including:</p> <ul style="list-style-type: none"> • types of market – business to business (B2B), business to consumer (B2C) • size of enterprise • budgetary constraints • appropriateness for the product or service • effect of promotional incentives on gross and net profit • recap on why an enterprise targets and segments the market 	<p>Understanding the flow of financial documents, and the importance of accurately completing, interpreting and checking financial documents and statements, such as:</p> <ul style="list-style-type: none"> • invoices • delivery notes • purchase orders • credit notes • receipts • statements of accounts. <p>Adding VAT and subtracting discounts.</p>	<p>Calculate profit/loss using a simple statement of comprehensive income using given figures.</p> <p>Interpret a statement of comprehensive income and suggest appropriate actions for an enterprise.</p> <p>Complete a statement of financial position using given figures.</p> <p>Interpret a statement of financial position and suggest appropriate actions for an enterprise.</p> <p>Interpret statements of comprehensive income and of financial position to calculate ratios, such as:</p> <ul style="list-style-type: none"> • the difference between cash and profit 	<p>Using cash flow data and financial forecasting, including:</p> <ul style="list-style-type: none"> • liquid assets of the business and bank balance plus cash • inflows and outflows • positive and negative liquidity • difference between sales and purchases • cash flow statements • the difference between forecasts and statements. <p>Analysis of cash flow information, including:</p> <ul style="list-style-type: none"> • considering changes in inflows and outflows over a period and how this affects the enterprise • considering differences between predicted and actual cash flow • cash flow problems – not having enough cash to pay employees and suppliers • impact of timings of inflows and outflows 		

<ul style="list-style-type: none"> the impact on promotion of targeting and segmenting the market 	<p>The impact on customers and enterprises of using different payment methods.</p> <p>Understanding sources of revenue and costs, including:</p> <ul style="list-style-type: none"> income from sales and from assets start-up costs and running costs. <ul style="list-style-type: none"> Understanding the terminology in financial statements. 	<ul style="list-style-type: none"> the difference between liquidity and profitability GPM and NPM ratios from given formulae current ratio and liquid capital ratio from given formulae. 	<ul style="list-style-type: none"> suggested solutions to problems. <p>Understanding break-even analysis and break-even points, including:</p> <ul style="list-style-type: none"> the break-even point, and factors that may cause it to change constructing and interpreting a break-even chart margin of safety limitations of break-even analysis. <p>Why enterprises may plan different sources of finance for different purposes or at different stages, including:</p> <ul style="list-style-type: none"> different sources of finance the relevance of each source advantages and disadvantages of each source 		
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