

Colton Hills Community School medium term planning – Enterprise

<p>Topic title:</p> <p>Finance</p>	<p>Year: 11-</p> <p>BTEC TECH AWARD</p> <p>Term: Autumn 1</p>	<p>Why we teach this:</p> <p>Learners will explore the different promotional methods used by enterprises and the factors that influence how enterprises identify and target their market. Learners will explore financial documents and how to use them to monitor and improve the performance of an enterprise in order to make decisions and recommend strategies for success.</p>	<p>Why we teach this here:</p> <p>In this component, you will assess and analyse financial information in an enterprise context to monitor the performance of an enterprise and strategies to improve its performance. You will investigate cash flow forecasts and statements, exploring the effects that positive and negative cash flow can have on an enterprise, and suggesting ways to improve them. You will consider the different elements of the promotional mix in order to be able to identify target markets and put forward strategies that enterprises can use to increase their success in the future.</p>
<p>Big questions:</p> <ol style="list-style-type: none"> 1 Elements of the promotional mix and their purposes 2 Targeting and segmenting the market 3 Factors influencing the choice of promotional methods. 4 Statement of financial position 5 Financial forecasting 	<p>Builds on previous topics:</p> <p>Builds upon knowledge gained from Component 1 and 2</p>	<p>Links to future topics:</p> <p>- It will allow students to gain an understanding of the components of finance which they can apply when evaluating their chosen enterprises. It will also be used when assessing and developing their portfolio of evidence.</p>	
<p>Skills developed:</p> <p>In this component, you will assess and analyse financial information in an enterprise context to monitor the performance of an enterprise and strategies to improve its performance. You will investigate cash flow forecasts and statements, exploring the effects that positive and negative cash flow can have on an enterprise, and suggesting ways to improve them. You will consider the different elements of the promotional mix in order to be able to identify target markets and put forward strategies that enterprises can use to increase their success in the future. You will develop skills in analysing</p>	<p>Key knowledge.</p> <p>Demonstrate knowledge and understanding of elements of promotion and financial records</p> <p>Interpret and use promotional and financial information in relation to a given enterprise</p> <p>Make connections between different factors influencing a given enterprise</p> <p>Be able to advise and provide recommendations to a given enterprise on ways to improve</p>		

<p>information and giving advice for a specific purpose, which will support your progression to Level 2 or 3 vocational or academic qualifications.</p>			
<p>assessments:</p> <ul style="list-style-type: none"> - Retrieval quizzes each lesson on key knowledge. - All work is externally assessed by the exam board. 	<p>Independent study tasks/resources:</p> <p>Week 1 – Components of marketing promotion Week 2 – Components of market segments Week 3 – Applying the components of finance Week 4 – Determining cash flow Week 5 – Principles of break even Week 6 – Principles of balance sheets</p>	<p>Key vocabulary 1:</p> <p>Enterprise Entrepreneur Market Research Internal factors External factors Customer Needs Promotion Segmentation Break even Balance sheets Ratios</p>	<p>Key vocabulary 2:</p>
<p>Cultural capital opportunities: Increasing students' knowledge of Finance through introducing to different enterprises through research and personal visits</p>	<p>Whole school Curricular Concept links:</p> <p>Healthy living-through this unit students will consider the different enterprises that cater for a healthy lifestyle. Cultural Diversity-through this unit students will be introduced to a range of unfamiliar products, that are associated with a range of cultures across the world.</p>		