	Content Taught	Ref	ESSENTIAL KNOWLEDGE	Assessment	Rationale
Year					
Year HT1	Content Taught 11 Students study a sequence of lessons focusing on planning and pitching a proposal and reviewing a brand proposal, promotional campaign, and professional pitch. Content includes: Planning a pitch and presenting skills Practice pitch Feedback Professional Pitch Review brand Pitch and skills	Ref Topic Area 3: 3.1	Considerations when planning a professional pitch The pitch objectives - Inform the audience - Persuade the audience The audience - Who is the expected audience? - Audience needs / interests 2 - Accessibility of content 1 Venue - Appropriate size - Appropriate room layout - Equipment required Media / materials Personal appearance Structure of the pitch - Introduction - Content presented logically - Conclusion - Use of visual aids Use and development of personal and presentation skills Verbal skills - Clarity - Tone of voice - Voice projection - Formal / informal language - Speaking pace Non-verbal skills	FORMATIVE Recall questions, quizzes, Q&A SUMMATIVE Knowledge Organiser tests At the end of this half term students will be assessed on a bringing it all together task which incorporates the essential knowledge for planning and presenting a professional pitch. Students will also be assessed in their application of skills to deliver a professional pitch	This half term builds upon essential knowledge developed in Year 10 through completion of theory when students learned about enterprise and marketing concepts and how to design a business proposal. This knowledge will be built upon further when students learn how to plan and pitch a proposal and review a brand proposal, promotional campaign and professional pitch in half term 1. This leads on to this sequence of study ensuring students can draw upon previous key knowledge such as developing their customer profile and developing a marketing mix.
			Voice projectionFormal / informal languageSpeaking pace	skills to deliver a	
			 Posture Eye contact Confidence Gestures Persuasiveness Use of notes / cues / pitch script 		
			Time management		

		3.3	Benefits of using a practice pitch Support peers - Give constructive feedback to peers Respond to feedback offered by peers - How to review own practice pitch in order to plan for a professional pitch to an audience		
		3.4	Deliver a professional pitch		
			Identify assessment points from the		
******			Teacher Observation Form		
HT2	Students study a sequence	Topic	Characteristics of successful	FORMATIVE	This half term builds upon essential
	of lessons focusing on	Area 1:	entrepreneurs	Recall questions,	knowledge developed in half term 1 when
	characteristics, risk, and reward for enterprise.	1.1	Creativity Innovation	quizzes, Q&A	students learn how to plan and pitch a proposal and review a brand proposal,
	Content includes:		Risk-taking		promotional campaign and professional
	Entrepreneurial		Communication	SUMMATIVE	pitch
	characteristics		Negotiation	Knowledge	pitch
	Risk and reward		Confidence	Organiser tests	This knowledge will be built upon further
			Determination	0180111001 0000	when students learn about characteristics,
				Students will be	risk and reward for enterprise in half term
		1.2	Potential rewards for risk taking	assessed using a	2.
			Financial	Bringing it all	
			Independence	together task to	
			Self-satisfaction	include role play	
			Making a difference / change	and opportunity	
				to practice and	
		1.0	Potential drawbacks for risk	develop pitching	
		1.3	taking Financial	skills. This will assess their	
			Health / wellbeing	skills/knowledge	
			Work-life balance	of application	
			Personal relationships	or application	
нт3	Students study a sequence	Topic	Appropriate forms of ownership	FORMATIVE	This half term builds upon essential
	of lessons focusing on	Area 5:	for business start-ups	Recall questions,	knowledge developed in half term 2 when
	factors to consider when	5.1	Sole trader	quizzes, Q&A	students learn about characteristics, risk
	starting up and running an		Partnership, including limited		and reward for enterprise.
	enterprise and what makes		liability partnerships		

a product financially viable. Content includes: Ownership Capital Support Cost Revenue Profit and loss Break-even Cash		Private Limited Company (Ltd) Franchise Features of each form of ownership - Ownership - Liability limited unlimited - Responsibility for decision making - Distribution of profit to the owners	SUMMATIVE Knowledge Organiser tests, Students are required to complete extended writing demonstrating their knowledge and	This knowledge will be built upon further when students learn about factors to consider when starting up and running an enterprise and what makes a business financially viable in half term 3.
	5.2	Sources of capital for business start-ups and expansion Own savings Friends and family Loans Crowdfunding Grants Business angels	understanding of ownership and financial aspects of business	
	5.3	Support for enterprise Finance providers, e.g. bank, business angel Local council enterprise department Accountants Solicitors Friends/family Chamber of Commerce Government Charities		
	Topic Area 3: 3.1	Cost of producing the product Fixed costs (costs which do not vary with output) - Advertising - Insurance - Loan interest - Rent - Salaries - Utilities		

	Variable costs (costs which vary with output) - Raw materials / components - Packaging - Wages Total cost - Fixed costs + variable costs		
3.2	Revenue generated by sales of the product Calculate total revenue (Selling price per unit x Number of sales)		
3.3	Profit/loss Calculate profit/loss per unit = Revenue (selling price) per unit - Total costs per unit Calculate profit for a given level of output = Total revenue - Total costs		
3.4	How to use the formula for break-even as an aid to decision making Definition of break-even = the level of output where Total revenue = Total costs Formula for break-even quantity Fixed costs Selling price per unit - Variable cost per unit Interpretation of a break-even graph to identify the break-even point How break-even information is used by an entrepreneur		
3.5	Importance of cash The difference between cash and profit Consequences of a lack of cash		

HT4	Students study a sequence	Topic	The purpose of market research	FORMATIVE	This half term builds upon essential
	of lessons focusing on	Area 2:	To reduce risk	Recall questions,	knowledge developed in half term 3 when
	market research to target a	2.1	To aid decision making	quizzes, Q&A	students learn about factors to consider
	specific customer and		To understand the market		when starting up and running an
	creating a marketing mix		To gain customers' views and		enterprise and what makes a business
	to support a product.		understand their needs/wants	SUMMATIVE	financially viable.
	Content includes:		To inform product development	Knowledge	-
	Market research		To understand how a good/service	Organiser tests,	This knowledge will be built upon further
	Data		complements others on the market		when students learn about market
	Market Segmentation			Students will	research to target a specific customer and
	Marketing mix	2.2	Primary market research	complete a	creating a marketing mix to support a
	Advertising medium		methods	bringing it all	product in half term 4.
	Promotion		Observations	together task	
	PR		Questionnaires/surveys/interviews	focusing on	
	Selling		Focus groups	market research	
	Product lifecycle		Consumer trials	and ways to	
	Pricing strategies		Test marketing / pilots	develop a	
				marking mix for a	
			Secondary market research	specific product.	
			sources		
		2.3	Internal data		
			Books/newspapers/trade		
			magazines		
			Competitors' data		
			Government publications and		
			statistics		
			Mintel or similar		
			Types of data		
			Quantitative		
		2.4	Qualitative		
			quantative		
			Types of market segmentation		
			Age		
		2.5	Gender		
			Occupation		
			Income		
			Location		
			Lifestyle		

			The benefits of market		
		2.6	segmentation to a business		
			Ensures specific customer needs		
			are matched and met		
			Potential for increased		
			profits/profitability		
			Enables targeted marketing		
			Increased customer retention		
			Potential for an increase in market		
			share		
нт5	In this half term, students will focus on extended response practice of knowledge developed over the 2 years.		Extended questions will be provided to practice the application of understanding of the curriculum to date. This will address all essential knowledge identified in this document.	Extended answers (written) to demonstrate knowledge of content delivered and ability to apply to the business world. Short multiple choice knowledge questions	Throughout the key stage we assess understanding of the curriculum taught. As students approach the end of the key stage, this half term will be used to practice the application of this knowledge
				Extended writing pieces including	
				bringing it all	
				together tasks	
				that highlight the	
				depth and breath	
				of knowledge	
				gained at KS4.	

HT6 This half term is spent consolidating the knowledge developed over the key stage. This includes extended writing pieces, linking knowledge with real life business and preparing them for their terminal assessment