

Your journey continues in: Sixth Form Apprentices College

Component One (Year 10)

- A1: Size and features of SMEs The purpose of enterprise
- A2: Sectors and business models in which enterprises operate
- A3: Aims & activities of enterprises
- A4: Examine the skills and characteristics of entrepreneurs
- B1: Market research methods
- B2: Using market research to understand customers needs
- B3: Understanding competitor behaviour
- B4: Suitability of market research methods
- C1-Task 1 KLT
- C1: PEST analysis
- C2: SWOT analysis
- C1-Task 2 KLT
- C1-Task 3 KLT
- External Factors
- Recommending actions to minimise external factors
- Entrepreneurs Employer Link- Collecting research from local businesses
- Guest Speaker NLT Electrical

Component Two (Year 11)

- A1: Choosing ideas for a micro enterprise
- A2: Plan for a micro enterprise
- A2-Task 1a KLT
- A2-Task 1b KLT
- B1: Production of presentation
- B2: Delivery of presentation
- C1: Review of presentation
- Released Feb, moderated May/June
- Component One PSA Released Feb, moderated May/June
- Component Two - Released Sept, moderated Dec/Jan

Component Three

- A1: Targeting segmenting and the market
- A2: 4Ps of the marketing mix
- A3: Factors influencing the choice of promotional methods
- A4: Trust, reputation and loyalty
- B1: Financial documents
- B2: Payment methods
- B3: Revenue and costs
- B4: Statement of comprehensive income
- B4: Statement of financial position
- B5: Profitability and Liquidity
- C1: Budgeting
- C2: Cash-flow
- C2: Improving cash-flow
- C4: Break-even
- C5: Sources of Finance
- Component 3 External Exam

Year 11

Year 10

Logos and Institutions: The University of Nottingham, LSE, University of Birmingham, The University of Warwick, The University of Liverpool, Intech Engineering, PwC, BT, Toyota, Morrisons, Staffordshire County Council, Macmillan Cancer Support, Lidl, Ikea, John Lewis & Partners, Twycross Zoo, BREEDON PRIORITY, JOHN LEWIS & PARTNERS, Twycross Zoo World Primate Centre, BREEDON PRIORITY, JOHN LEWIS & PARTNERS, Twycross Zoo World Primate Centre, BREEDON PRIORITY, JOHN LEWIS & PARTNERS, Twycross Zoo World Primate Centre.

