



Curriculum Overview - *Business and Enterprise*

	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
<b>Year 10</b>	Exploring Enterprises - understand how and why enterprises and entrepreneurs are successful	Exploring Enterprises - understand how customer needs and competitor behaviour through market research	Exploring Enterprises - understand how the outcomes of situational analysis may effect enterprises	Planning for and Pitching an Enterprise Activity - Choose an idea, create a business plan	Planning for and Pitching an Enterprise Activity - create a presentation of a micro-enterprise idea for a specific purpose	Planning for and Pitching an Enterprise Activity - Review presentation and micro-enterprise idea
<b>Year 11</b>	Promotion and Finance for Enterprise - promotional activities and the promotional mix	Promotion and Finance for Enterprise - Financial documents and statements	Promotion and Finance for Enterprise - Financial planning and forecasting	Promotion and Finance for Enterprise - Assessment skills		
<b>Year 12</b>	The business environment Working in a business	Business decisions Customers and communication	Marketing and market research Delivering a business project	Marketing strategy Delivering a business project	Accounting concepts Delivering a business project	Marketing campaign Delivering a business project



<b>Year 13</b>	Human resources Economics	Change management	Project management	International business	Responsible business practises	
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