



THE PRESCOT SCHOOL

THE PRESCOT SCHOOL

Enterprise Curriculum Journey

TERM 1 & 2

Entrepreneur skills and characteristics
Business ownership
Aims of a business
Market research methods
Understanding customers and competition

TERM 3 & 4

External factors affecting business.
PEST analysis
Internal factors affecting business.
SWOT analysis

TERM 5 & 6

Market Segmentation
Marketing mix
Marketing methods
Trust Reputation and loyalty.
Break even analysis.
Cash flow forecasts

YEAR 10

Choosing ideas for a micro-enterprise
Planning for a micro enterprise.
Pricing strategies
Identifying target market
Financial Information
Risk assessments

Video recording of students business idea
Review of presentation
Payment methods
Revenue and costs
Financial documents

Budgeting
Improvements to cash flow and break-even points
Sources of finance
Profitability and liquidity

YEAR 11