



THE PRESCOT SCHOOL

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Business Enterprise Curriculum Journey

TERM 1

Size and Features of SME's
Sectors and business models,
Aims and objectives of enterprises
Skills and characteristics of
entrepreneurs.

TERM 2

Market research, Understanding
customer needs,
PEST / SWOT Analysis
Research methods

TERM 3

Component 3
Targeting and segmenting the
market,
Component 2
Choosing ideas for a micro-
enterprise

YEAR 10

YEAR 11

Component 2
Features of the product

Payment methods
Financial statements
Profitability and Liquidity
Budgeting
Cash Flow

Revision