

	Half term 1	Half term 2	Half term 3	Half term 4	Half term 5	Half term 6
Key focus	Exam preparation: Marketing and finance for enterprise Exam topic – Learning aim B and C		Exam preparation: Marketing and finance for enterprise Exam preparation		Exam preparation: Marketing and finance for enterprise Exam preparation (Exam in May)	
Key knowledge and skills	Apply an understanding of facts, terms and issues in relation to enterprise. Make connections with concepts, issues and terms in enterprise.		Carry out calculations to complete financial documents, carry out calculations using formulae and ratios, and construct and interpret break-even charts		Demonstrate knowledge of facts, terms and issues in relation to enterprise. Demonstrate an understanding of facts, terms and issues in relation to enterprise. Apply an understanding of facts, terms and issues in relation to enterprise. Make connections with concepts, issues and terms in enterprise. Carry out calculations to complete financial documents, carry out calculations using formulae and ratios, and construct and interpret break-even charts	
Key words/ vocabulary	Brand loyalty / unique selling points / competition / sales promotions / advertising / financial document / cashflow forecasts / net profit / gross profit / liquidity ratio / net assets / fixed assets / revenue / liabilities		Sources of finance / break even			
Assessment method	Question and answering / practice exam questions / homework / topic assessments / Mock exams					
Wider links	maths – understanding of VAT, discounts, net and gross profits		maths – understanding of VAT, discounts, net and gross profits		maths – understanding of VAT, discounts, net and gross profits	
Enrichment opportunities						
Careers links	Accountancy. Running own business, marketing, advertising.					