

 <b>NORTH DURHAM</b> ACADEMY	Autumn Term	Spring Term	
	Term 1 September - January	HT3 January - February	HT4 February- April
<b>Year 10</b>	<p><b>Component 1: Exploring Enterprises</b></p> <p>Learning Outcome, A – Understand how and why enterprises and entrepreneurs are successful</p> <p>Learning Outcome B – Understand customer needs and competitor behaviour through market research</p> <p>Learning Outcome C – Understand how the outcomes of situational analyses may affect enterprises</p>	<p><b>Component 1: Exploring Enterprises</b></p> <p>Learning Outcome, A – Understand how and why enterprises and entrepreneurs are successful</p> <p>Learning Outcome B – Understand customer needs and competitor behaviour through market research</p> <p>Learning Outcome C – Understand how the outcomes of situational analyses may affect enterprises</p>	<p><b>Component 1: Exploring Enterprises</b></p> <p>Component 1 Summative Assessment and Internal Marking</p>

	Autumn Term		Spring Term
	September	October - December	January - May
<b>Year 11</b>	<p><b>Component 2: Planning for and Pitching an Enterprise Activity (Refresher)</b></p> <p>Learning Outcome, A – Choose an idea and produce a plan for a micro – enterprise idea</p> <p>Learning Outcome B – Present a plan for the micro-enterprise idea to meet specific requirements</p> <p>Learning Outcome C – Review the presentation of the micro-enterprise idea to meet specific requirements</p>	<p><b>Component 2: Planning for and Pitching an Enterprise Activity</b></p> <p>Component 2 - Summative Assessment and Internal Marking</p>	<p><b>Component 3: Marketing and Finance for Enterprise</b></p> <p>AO1 – Knowledge: Demonstrate knowledge of marketing terms and principles and financial information in relation to a given enterprise</p> <p>AO2 - Understanding: Demonstrate understanding of marketing terms and principles and financial information in relation to a given enterprise</p> <p>AO3 – Analyse and Interpret marketing information and financial data, making connections to inform solutions</p> <p>AO4 – Evaluate marketing and financial information in context to make reasoned judgements and decisions</p> <p>AO5 – Perform Procedures</p>