

STRAND 2 - ENTERPRISE MANAGING MY RESOURCES

2.1 Identify different types of financial, cultural and social enterprise and appreciate the role each plays in society

Learning Intentions

1. Define enterprise
2. Explain the different types of enterprise



STRAND 2 - ENTERPRISE MANAGING MY RESOURCES

2.2 Describe the skills and characteristics of being enterprising and appreciate the role of an entrepreneur in an organisation, in society and to the economy

Learning Intentions

1. Describe the skills and characteristics of an entrepreneur
2. Outline the reason why people start and enterprise
3. Identify the rewards and drawbacks of self-employment
4. Evaluate the role of the entrepreneur



STRAND 2 - ENTERPRISE EXPLORING BUSINESS

2.4 Distinguish between the rights and responsibilities of employer and employee from a legal, social, environmental and ethical perspective

Learning Intentions

1. Explain the rights and responsibilities of employers
2. Explain the rights and responsibilities of the employee
3. Define the term Industrial relations
4. Outline why an employee would join a trade union
5. Explain the difference types of Industrial Action
6. List and explain the laws that protect employees



STRAND 2 - ENTERPRISE EXPLORING BUSINESS

2.5 Investigate the positive and negative impacts on a community of an organisation from an economic, social and environmental perspective

Learning Intentions

1. Explain the benefits that organisation brings to society and the economy
2. Describe the negative impacts if enterprise on a community



STRAND 2 - ENTERPRISE EXPLORING BUSINESS

2.6 Discuss the impact of digital technologies on an organisation, debating the associated rewards and costs

Learning Intentions

1. Define the Term Digital Technologies
2. Explain the different types of technologies that a business uses
3. Outline the benefits of using digital technologies
4. Explain the cost of using digital technologies
5. Explain the opportunities for organisation using digital technologies
6. Identify the ICT skills need by employees



STRAND 2 - ENTERPRISE USING SKILLS FOR BUSINESS

2.7 Conduct market research in order to investigate an entrepreneurial opportunity and analyse, interpret and communicate the research findings using relevant terminology and representations

Learning Intentions

1. Define the term market research
2. Explain the benefits of Market research
3. Describe the difference between field and desk research
4. Identify the advantages and disadvantage of field and desk research



STRAND 2 - ENTERPRISE USING SKILLS FOR BUSINESS

2.8 Devise and apply a marketing mix in order to promote a new or existing product or service

Learning Intentions

1. Define the term marketing
2. List the different types of market segmentation strategies
3. Define the term target market
4. Create a marketing mix for a product or service of your choice
5. Draw and label the product life cycle
6. Explain a range of pricing strategies
7. Describe the different types of promotional mix
8. Identify the different types of advertising



STRAND 2 - ENTERPRISE USING SKILLS FOR BUSINESS

2.9 Develop a simple business plan for a new or existing product or service

Learning Intentions

1. Define the term SWOT analysis
2. Conduct a SWOT Analysis
3. Identify the main heading in a business plan
4. Complete a business plan



STRAND 2 - ENTERPRISE USING SKILLS FOR BUSINESS

2.10 Complete and interpret key business documents that an organisation uses to manage its transactions for accountability purposes

Learning Intentions

1. Outline the importance of record keeping
2. Identify and complete different business documents
3. Analyse the information in business documents
4. Define different business terms
6. Outline how to deal with incoming and outgoing business documents



STRAND 2 - ENTERPRISE USING SKILLS FOR BUSINESS

2.11 Assess the importance of planning an organisation's cash flow, propose suitable sources of finance to manage expenditure and prepare a budget

Learning Intentions

1. understand the different financial needs of a business
2. Explain the different types of short, medium and long term source of finance
3. describe the factors a bank considers before given a loan
4. Define the term working capital
5. Prepare and analyse a cash flow forecast



STRAND 2 - ENTERPRISE USING SKILLS FOR BUSINESS

2.12 Prepare a cash account to monitor income received and payments made by an organisation, evaluate its financial position and recommend a course of action; post figures to relevant ledgers and extract a trial balance

Learning Intentions

1. understand the term Double entry
2. Prepare a analysed cash account
3. post the figure from the analysed cash account to the general ledger
4. Extract a Trial Balance
5. Prepare and balance the VAT account



STRAND 2 - ENTERPRISE USING SKILLS FOR BUSINESS

2.13 Prepare final accounts to assess the financial performance of an organisation at the end of a trading period, analyse and evaluate its financial position and recommend a course of action

Learning Intentions

1. Explain the different between current and capital expenditure - include examples
2. Identify different business expenses
3. Prepare an income statement to calculate net profit
4. Calculate the closing reserve for a business
5. Describe the purpose of a statement of financial position
6. Distinguish between fixed assets, current assets and creditors
7. Prepare a statement of financial position

