

Year/term	Unit of work	Intent
Sept- Dec	Examine the characteristics of enterprises	<p>Learners examine local SMEs that would provide contact beyond desk based research. For more details on types of SMEs</p> <ul style="list-style-type: none"> • What is an enterprise? • Types and characteristics of SMEs • The purpose of enterprises • Entrepreneurs <p>Students will complete coursework which covers these topics, investigating two businesses.</p>
Jan- March	Explore how market research helps enterprises to meet customer needs and understand competitor behaviour	<p>Learners will explore how market research helps enterprises to meet customer needs and understand competitor behaviour</p> <ul style="list-style-type: none"> • Customer needs • Using market research to understand customers • Understanding competitors <p>Students will complete coursework which covers these topics, investigating two businesses.</p>
April – June	Investigate the factors that contribute to the success of an enterprise.	<p>Learners will investigate why enterprises are successful, looking at the impact of factors both inside and outside the control of the enterprise, and investigate ways in which SWOT and PEST analysis can be used to support decision making.</p>
Summer	Amend coursework.	