Component 3 Promotion and Finance for Enterprise

MAGHULL HIGH SCHOOL – CURRICULUM MAP



Term 2.2	Learning Aim C	Learning Aim C	Learning Aim C		Learning Aim C		
LESSON TOPIC QUESTION(S)	What are the benefits of using breakeven to an enterprise?	What are the ways an enterprise can gain its sources of finance eg money?	What are the advantages and disadvantages of internal sou finance?		What are the advantages and disadvantages of external sources of finance?		
Knowledge & Skills	Theory knowledge				Skills		
development	Pupils will understand how break even can help an enterprise in financial decisions. Pupils will understand that enterprises may plan different sources of finance for different purposes or at different stages, and the advantages and disadvantages of each source to the enterprise. Calculate using formula the break-even point and margin of safety, construct and interpret a break-even chart, and recognise the strengths and limitations of break-even analysis						
Assessment /	Formative Assessme	ent	sessment				
Feedback					Summative assessment test		
Opportunities	·			Rubric Assessment			
	Questioning pupils Live marking						
	Verbal Feedback						
	Live Marking						
	modelling answers and how to construct breakeven charts. Discussion						
	_	ase studies to real life	e				
Key Vocabulary	Capital Money invested in a business.						
	Loan						
	Borrowed money that must be paid back with interest.						
	Mortgage						
	A loan specifically for buying property, secured against that property.						
	Overdraft						
	A facility allowing a business to withdraw more money than is in its bank account, up to an agreed limit.						
	Grant						
	Money given by the	government or othe	er organizations that does not have	to be repaid.			

Share Capital

Money raised by selling shares in a company.

Venture Capital

Investment from investors who take a risk in new or growing businesses for a share of ownership.

Retained Profit

Profit kept in the business to fund future activities rather than paid out to owners.

Crowdfunding

Raising small amounts of money from many people, typically via the internet.

Trade Credit

An agreement where suppliers allow the business to pay for goods at a later date.

Debt Finance

Money borrowed that must be repaid, usually with interest.

Equity Finance

Money raised by selling a stake in the business.

Personal Savings

Money invested by the entrepreneur from their own funds.

Angel Investors

Wealthy individuals who provide finance to start-ups in exchange for ownership.

Break-even Chart Keywords

- 1. **Fixed Costs** Costs that do not change with production or sales volume (e.g., rent, salaries).
- 2. **Variable Costs** Costs that vary directly with production or sales volume (e.g., raw materials).
- 3. Total Costs The sum of fixed and variable costs.
- 4. **Revenue** Income from sales (Price × Quantity).
- 5. **Break-even Point (BEP)** The level of sales at which total revenue equals total costs (no profit, no loss).
- 6. **Contribution Margin** Selling price per unit minus variable cost per unit.
- 7. **Margin of Safety** The amount by which actual or projected sales exceed the break-even sales.
- 8. **Profit** Revenue minus total costs (after break-even point).
- 9. **Loss** Occurs when total costs exceed revenue (before reaching break-even).
- 10. Units Sold The quantity of products sold.

Literacy/Reading opportunities	BBC News – specifically the business and companies section https://www.economist.com/ https://moneyweek.com/				
Cross Curricular Themes	PSHE – Budgeting, different sources of money Maths – Understanding and interpreting the correct financial sources to use				
Personal Development (Including British Values, RSE, Citizenship)	Listening to others Responding suitable in discussions Taking part in group activatesPupils should also understand the following on how it impacts an Enterprise				
	Source of Finance Bank Loans Government Grants Crowdfunding Angel Investors Ethical Finance	British Values Reflected Rule of Law (contracts and regulations) Democracy (fair allocation through policies) Individual Liberty & Democracy (wide participation) Mutual Respect (partnerships and trust) Tolerance & Respect (culturally sensitive products)			
Career Opportunities	Financial Analyst Management Accountant / Cost Accountant Business Analyst (Finance Focus) Corporate Finance Associate Financial Planner or Advisor				