

<b>Subject</b>	<b>Enterprise (Business)</b>
<b>Paper</b>	<b>Component 3</b> Marketing, Financial Documents & Finance
<b>Work/skills/activities being covered in lesson leading to exams</b>	<ul style="list-style-type: none"> <li>• <b>Week 1</b> Complete theory work for course (sources of finance and margin of safety)</li> <li>• <b>Week 2</b> Exam question practice: how to answer two-mark questions (answer + explanation)</li> <li>• <b>Week 3</b> Exam question practice: how to answer six-mark questions (answer + explanation + conclusions)</li> <li>• <b>Week 4</b> Mock Exam (in class) and walk through answers</li> <li>• <b>Week 5</b> Marketing theory: 4 Ps of the marketing mix, segmentation &amp; methods of promotion – theory mixed with targeted exam questions</li> <li>• <b>Week 6</b> Financial documents: profit &amp; loss account, balance sheet, customer-supplier documentation &amp; cash flow statements – theory mixed with targeted exam questions</li> <li>• <b>Week 7</b> Finance theory: gross and net profit margins, liquidity ratios, break-even analysis &amp; sources of finance – theory mixed with targeted exam questions</li> <li>• <b>Week 8</b> Walkthrough past exam paper</li> </ul>
<b>Areas to revise as a priority leading to exams</b>	<ul style="list-style-type: none"> <li>• The 4 Ps of the marketing mix: product, price, place &amp; promotion</li> <li>• Customer-supplier financial documents, e.g. invoice, receipt, statement of account, etc.</li> </ul>

	<ul style="list-style-type: none"><li>• Financial statements: Profit &amp; Loss Account, Balance Sheet &amp; Cash Flow Forecast</li><li>• Break-even analysis &amp; margin of safety</li><li>• Sources of finance: which are most appropriate to use in which situation?</li></ul>
<b>Suggested methods of revision</b>	<ul style="list-style-type: none"><li>• Flashcards for key definitions, advantages/disadvantages, etc.</li><li>• All lesson slides from years 10 &amp; 11 are on Teams</li><li>• Exercise books can be used to review question practice</li><li>• Past paper and mark scheme on Teams for students to work on at home</li></ul>