

# CSSA Business Learning Journey



CHILDWALL  
SPORTS &  
SCIENCE ACADEMY

LYDIATE  
LEARNING TRUST



## Where to next?

- University to study a degree in a wide range of Business-related fields.
- Higher Apprenticeships
  - Employment

## Careers

Entrepreneur, Marketing, Finance, Law, Banking, Event Management, Buyer, Sales, Human Resources, Public Relations, Social Entrepreneurship, Digital Marketing, Local Government and Accountancy.



Unit 9 Innovation and Enterprises



Unit 6 Business Decision Making

National Diploma in Enterprise and Entrepreneurship – learners will also study:

**THE BIG ISSUE**

Unit 7 Social Enterprise



Unit 5 Survival and Growth



Unit 3 Personal and Business Finance

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National Extended Certificate in Enterprise and Entrepreneurship



### We offer two Pathways in 6th form:

1. National Extended Certificate in Enterprise and Entrepreneurship. (1 A level)
2. National Diploma in Enterprise and Entrepreneurship (2 A'levels)

Unit 4: Launch and Run an Enterprise

National Diploma in Enterprise and Entrepreneurship – learners will also study:



Unit 2: Developing a Marketing Campaign

Unit 1: Enterprise and Entrepreneurs

National Extended Certificate in Enterprise and Entrepreneurship

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Component 3: Promotion and Finance for Enterprise

Component 2: Planning for and Pitching an Enterprise Activity

B2 Presenting a business pitch



C3 Suggesting improvements to cash flow problems

C4 Break-even analysis and break-even point

A1 Generating ideas for a micro-enterprise activity

A2 Plan for a micro-enterprise activity

B1 Pitching a micro-enterprise activity



C2 Financial forecasting



C1 Using cash flow data

Component 3: Promotion and Finance for Enterprise



B7 Profitability and liquidity

B6 Statement of financial position

B5 Statement of comprehensive income

B4 Terminology in financial statements

B3 Sources of revenue and costs

B2 Payment methods

B1 Financial documents

A3 Factors influencing the choice of promotional methods



A1 Elements of the promotional mix and their purposes

A2 Targeting and segmenting the market

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Component 1: Exploring Enterprises

Component 3: Promotion and Finance for Enterprise



B3 Understanding competitors

C1 Internal factors

C2 External factors

C3 Situational analysis

C4 Measuring the success of an SME



B2 Using market research to understand customers



"Business in a Box Challenge"

B1 Customer needs

A4 Entrepreneurs

A3 The purpose of enterprises

A2 Types and characteristics of SMEs

A1 What is an enterprise?

Induction

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Component 1: Exploring Enterprises

