



Longfield Learning Journey



Year Group: 11	Unit of work: Understand factors for consideration when starting a business	Term: 1.1
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Skills:	Context:	R	A	G
Detailed Knowledge: <ul style="list-style-type: none"> recall, select and apply detailed knowledge and thorough understanding of enterprise and marketing apply relevant knowledge, understanding and skills in a range of situations to plan and carry out investigations and tasks effectively, reviewing their solutions, and working safely analyse and evaluate the evidence available, reviewing and adapting their methods where appropriate 	Appropriate forms of ownership for business start-ups: <ul style="list-style-type: none"> Sole trader Partnership, including limited liability partnerships Franchise Features of each form of ownership Source(s) of capital for business start-ups: <ul style="list-style-type: none"> own savings friends and family loans crowdfunding small business grants business angels The importance of a business plan: <ul style="list-style-type: none"> Why a business plan is needed What the business plan should detail 			
Sound Knowledge: <ul style="list-style-type: none"> recall, select and apply sound knowledge and understanding of enterprise and marketing apply knowledge, understanding and skills in a range of situations to plan and carry out investigations and tasks, reviewing their solutions, and working safely review evidence available, analysing and evaluating some information clearly and making some basic adaptations to their methods 				
Basic Knowledge: <ul style="list-style-type: none"> recall, select and apply knowledge and understanding of basic aspects of enterprise and marketing apply limited knowledge, understanding and skills to plan and carry out simple investigations and tasks, with an awareness of the need for safety review evidence and draw basic conclusions 				

Content: Understand factors for consideration when starting a business	R	A	G
Forms of ownership			
Sources of capital			
Importance of a Business Plan			

K <i>What you know</i>	W <i>What you want to know</i>	L <i>What have you learned</i>