



BTEC Enterprise:

Year 10

Subject and Year Group	Autumn Year 10	Autumn 2 Year 10	Spring 1 Year 10	Spring 2 Year 10	Summer 1 Year 10	Summer 2 Year 10
Topic/Unit to be studied	Component 1: Exploring Enterprises			Component 2: Planning for and Pitching an Enterprise Activity		
Core Knowledge and skills	<p>Coursework Component covering the following Learning Aims:</p> <ul style="list-style-type: none"> Learning aim, A: Examine the characteristics of enterprises. Learning aim B: Explore how market research helps enterprises meet customer needs and understand competitor behaviour. Learning aim C: Investigate the factors that contribute to the success of an enterprise. <p>What is an enterprise? Types and characteristics of SMEs. The purpose of enterprises Entrepreneurs, Customer needs Using market research to understand customers. Understanding competitors, Internal factors, External factors Situational analysis, Measuring the success of an SME</p>			<p>Coursework Component covering the following Learning Aims:</p> <ul style="list-style-type: none"> Learning aim, A: Explore ideas and plan for a micro-enterprise activity. Learning aim B: Pitch a micro-enterprise activity. <p>Generating ideas for a micro enterprise activity Plan for a micro enterprise activity (Aims, products, services, target market, promotional methods, resources required, risk assessment and contingency plans) Pitching a micro enterprise activity Presenting a business pitch Using feedback and review to identify possible changes to the pitch.</p>		
Assessment	<p>Summative: Coursework Component, therefore continual assessment via Teams. See separate Level 2 BTEC Enterprise Assessment Plan for details. Learning Aim A assessed by the end of the Autumn term. Learning Aim B assessed by February half term (end of Spring 1) Learning Aim C assessed by Easter (end of Spring 2) Internal Verification of standards (IV) after the completion of each Learning Aim)</p>			<p>Coursework Component, therefore continual assessment via Teams</p> <p>Learning Aims A and B assessed by the end of the Autumn term</p>		



Year 11

Subject and Year Group	Autumn Year 11	Autumn 2 Year 11	Spring 1 Year 11	Spring 2 Year 11	Summer 1 Year 11	Summer 2 Year 11
Topic/Unit to be studied	Component 3 Exam: Promotion and Finance for Enterprise		Finish Component 2: Planning for and Pitching an Enterprise Activity		N/A	
Core Knowledge and skills	Exam Component covering the following areas: <ul style="list-style-type: none"> • A Promotion • B Financial records • C Financial planning and forecasting Promotion: <ul style="list-style-type: none"> • Promotional mix • Targeting and segmenting the market • Factors influencing the choice of promotional methods. Financial records: <ul style="list-style-type: none"> • Financial documents • Payment methods • Sources of revenue and costs • Terminology in financial statements • Statement of comprehensive income • Statement of financial position • Profitability and liquidity Financial planning and forecasting: <ul style="list-style-type: none"> • Using cash flow data • Financial forecasting • Suggesting improvements for cash flow problems • Break even analysis. • Sources of business finance 		Coursework Component finishing with the following Learning Aim: Learning aim C: Review own pitch for a micro-enterprise activity Generating ideas for a micro enterprise activity Plan for a micro enterprise activity (Aims, products, services, target market, promotional methods, resources required, risk assessment and contingency plans) Pitching a micro enterprise activity Presenting a business pitch Using feedback and review to identify possible changes to the pitch.		N/A	
Assessment	Summative: Mock exam at Christmas (end of Autumn 1 Year 11), External examination at the start of Spring 1 (January)		Continuation of the Component 2 coursework started during Year 10, see above) LA C assessed by Easter (end of Spring 2) Internal Verification of standards (IV) after the completion of each Learning Aim)		External Standards Verifier (SV) sampling	

Resilience

Responsibility

Reflectiveness