



## Business 2 Year Plan: BTEC Tech Award in Enterprise

Year 10	Year 11
<p><b>Autumn Term: Component 1 - Learning Aim A/B</b></p> <p>A1 What is an enterprise?            A2 Types and characteristics of small and medium enterprises (SMEs)</p> <ul style="list-style-type: none"> <li>Definition of SMEs:</li> <li>Characteristics of SMEs:</li> </ul> <p>A3 The purpose of enterprise            A4 Entrepreneurs</p> <p>B1 Customer needs</p> <ul style="list-style-type: none"> <li>The importance of anticipating and identifying customer needs.</li> <li>Identifying customer expectations:</li> <li>After-sales service.</li> </ul> <p>B2 Using market research to understand customers.</p> <ul style="list-style-type: none"> <li>Defining the different research types (Qualitative research, Quantitative research, Primary research, Secondary research)</li> </ul>	<p><b>Autumn Term: Component 3 – Learning Aim B</b></p> <p>B1 Customer needs            B2 Using market research to understand customers            B3 Understanding competitors            B4 Terminology in financial statements            B5 Statement of comprehensive income            B6 Statement of financial position            B7 Profitability and liquidity</p> <p><i>Recovery - C1-C5 theory component to cover additional content in greater depth from missed learning in Year 10.</i></p> <p>Revisit - C1 Using cash flow data.            Revisit - C2 Financial forecasting            Revisit - C3 Suggesting improvements to cash flow problems.            Revisit - C4 Break-even analysis and break-even point            Revisit - C5 Sources of business finance</p>
<p><b>Spring Term: Component 1 - Learning Aim B/C</b></p> <p>B2 Using market research to understand customers            B3 Understanding competitors            C1 Internal factors            C2 External factors            C3 Situational analysis            C4 Measuring the success of an SME</p> <p><i>Assessment - Exploring Enterprises (to be completed in summer term)</i></p>	<p><b>Spring Term: Component 2 – Learning Aim A</b></p> <p><b>Assessment portfolio</b></p> <p>A1 Generating ideas for a micro enterprise activity.            A2 Planning for a micro enterprise activity</p>
<p><b>Summer Term: Component 3 theory.</b></p> <p><b>Assessment - Exploring Enterprises (recovery curriculum)</b></p> <p>A1 Elements of the promotional mix and their purposes            A2 Targeting and segmenting the market.            A3 Factors influencing the choice of promotional methods.</p> <p>C1 Using cash flow data.            C2 Financial forecasting            C3 Suggesting improvements to cash flow problems.            C4 Break-even analysis and break-even point            C5 Sources of business finance</p>	<p><b>Summer Term: Component 2 – Learning Aim B &amp; C</b></p> <p><i>B1 Operation of the enterprise</i>  <i>B2 Skills for carrying out an enterprise activity</i>  <i>B3 Review success of a micro enterprise activity including own contribution</i></p> <p><i>C1 Review own pitch for a micro-enterprise activity</i></p>
<p><b>Interleaving Key Subject Concepts:</b></p> <p>Develop entrepreneurial techniques, Build and apply knowledge and understanding to create a business plan, Present ideas and create an effective sale pitch, Evaluate the outcome of a sales pitch and business plan</p>	

Recovery – Component 1 assignment to be completed in the summer term - C1-C5 theory component to cover additional content in greater depth in Year 11