



Business 2 Year Plan: BTEC Tech Award in Enterprise

Year 10	Year 11
<p>Autumn Term: Component 1 - Learning Aim A/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"> Definition of SMEs: Characteristics of SMEs: <p>A3 The purpose of enterprise A4 Entrepreneurs B1 Customer needs</p> <ul style="list-style-type: none"> The importance of anticipating and identifying customer needs. Identifying customer expectations: After-sales service. <p>B2 Using market research to understand customers.</p> <ul style="list-style-type: none"> Defining the different research types (Qualitative research, Quantitative research, Primary research, Secondary research) 	<p>Autumn Term: Component 3 – Learning Aim 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>Spring Term: Component 1 - Learning Aim B/C</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>Spring Term: Component 2 – Learning Aim A Assessment portfolio</p> <p>A1 Generating ideas for a micro enterprise activity. A2 Planning for a micro enterprise activity (to be completed in the summer term)</p>
<p>Summer Term: Component 3 theory.</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>Summer Term: Component 2 – Learning Aim B & C</p> <p>A2 Planning for a micro enterprise activity ←</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> <i>C1 Review own pitch for a micro-enterprise activity</i></p>
<p>Interleaving Key Subject Concepts: 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 – Planning for an enterprise activity and delivering a pitch to be completed in the summer term