

Curriculum Plan: BTEC Enterprise

Year 10 2022 - 2023	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Focus	Ownership, location and characteristics of an entrepreneur	Market research & consumer/competitor behaviours	External & External impacts on businesses	Component 1 assessment	Choosing and planning for a Micro-Enterprise	Producing and delivering a presentation
Unit Title and Overview	<p>Component 1: Exploring Enterprises</p> <p>A Understand how and why enterprises and entrepreneurs are successful</p> <p>Assessment: Mock assessment practice which include research task and written reports.</p>	<p>Component 1: Exploring Enterprises</p> <p>B Understand customer needs and competitor behaviour through market research</p> <p>Assessment: Mock assessment practice which include research task and written reports.</p>	<p>Component 1: Exploring Enterprises</p> <p>C Understand how the outcomes of situational analyses may affect enterprises.</p> <p>Assessment: Mock assessment practice which include research task and written reports.</p>	<p>Component 1: Exploring Enterprises controlled Assessment</p> <p>Non-exam internal assessment set by Pearson, marked by the centre and moderated by Pearson. The Pearson-set Assignment will be completed in approximately 6 hours of monitored preparation and 5 hours of supervised assessment.</p> <p>Assessment: Pearson Set Assignment, worth 305 of final grade.</p>	<p>Component 2: Planning and Pitching an Enterprise Idea</p> <p>A Choose an idea and produce a plan for a micro-enterprise idea</p> <p>Assessment: Report on chosen business idea and planning tasks.</p>	<p>Component 2: Planning and Pitching an Enterprise Idea</p> <p>B Present a plan for the micro-enterprise idea to meet specific requirements</p> <p>Assessment: Power point presentation planning and report planning tasks.</p>

Year 11 2022 - 2023	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Focus	Review of the presentation	Component 2 Assessment	Targeting and segmenting the market, 4 P's, Choice of marketing methods, Trust & Loyalty. Financial documents, Payment methods, Revenue & Costs	Financial statements, Liquidity, Profitability, Budgeting, cashflow, Breakeven, Sources of finance.	Retrieval practice for component 3	
Unit Title and Overview	<p>Component 2 Planning and Pitching an Enterprise Idea</p> <p>C Review the presentation of the micro-enterprise idea to meet specific requirements.</p> <p>Assessment: Students to be completing reflection on their business idea through a report template.</p>	<p>Component 2 Planning and Pitching an Enterprise Idea</p> <p>Non-exam internal assessment set by Pearson, marked by the centre and moderated by Pearson. The Pearson-set Assignment will be completed in approximately 6 hours of monitored preparation and 7 hours of supervised assessment.</p> <p>Assessment: Through Pearson Set Assignment</p>	<p>Component 3: Promotion and Finance for Enterprise</p> <p>A Marketing Activities B Financial records & documents</p> <p>Assessment: Exam style questions for each topic. Multiple choice questions.</p>	<p>Component 3: Promotion and Finance for Enterprise</p> <p>B Financial records & documents C Financial planning and forecasting</p> <p>Assessment: Exam style questions for each topic.</p> <p>Multiple choice questions and evaluative essay style questions.</p> <p>Mock exam will be taken.</p>	<p>Retrieval practice of all of Component 3 for PPE and exam.</p> <p>Assessment: Full paper on all of component 3 content taken in May.</p> <p>Assessment: Exam.</p>	