

Year 10

BTEC Enterprise



	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Focus	Ownership, location and characteristics of an entrepreneur	Market research & consumer behaviours	Market research & consumer behaviours	External & External impacts on businesses	Component 1 assessment	Promotion
Unit Title and Overview	<p>Component 1: Exploring Enterprises</p> <p>A Examine the characteristics of enterprises</p> <p>Assessment: Through coursework research task</p>	<p>Component 1: Exploring Enterprises</p> <p>B Explore how market research helps enterprises to meet customer needs and understand competitor behaviour</p> <p>Assessment: Through coursework research task</p>	<p>Component 1: Exploring Enterprises</p> <p>C Investigate the factors that contribute to the success of an enterprise.</p> <p>Assessment: Through coursework research task</p>	<p>Component 1: Exploring Enterprises</p> <p>C Investigate the factors that contribute to the success of an enterprise.</p> <p>Assessment: Through coursework research task</p>	<p>Component 1: Exploring Enterprises</p> <p>A Assessment activity</p> <p>B Explore how market research helps enterprises to meet customer needs and understand competitor behaviour</p> <p>C Investigate the factors that contribute to the success of an enterprise.</p> <p>Assessment: Through coursework research task</p>	<p>Component 3: Promotion and Finance for Enterprise</p> <p>A Demonstrate knowledge and understanding of elements of promotion</p> <p>Assessment: Exam style questions for each topic. Multiple choice questions.</p>