



# BTEC Level 1 & 2 Tech Award in Enterprise

## Curriculum Overview 2023 to 2025

Year 11	
Autumn	<p><b><u>Overview – Component 3 – Marketing and Finance for Enterprise</u></b></p> <p><u>Assessment objectives</u>  <b>AO1</b> Knowledge: Demonstrate knowledge of marketing terms and principles and financial information in relation to a given enterprise  <b>AO2</b> Understanding: Demonstrate understanding of marketing terms and principles and financial information in relation to a given enterprise  <b>AO3</b> Analyse and interpret marketing information and financial data, making connections to inform solutions  <b>AO4</b> Evaluate marketing and financial information in context to make reasoned judgements and decisions  <b>AO5</b> Perform procedures</p> <p><b><u>Skills</u></b>  <b><u>Component 3</u></b></p> <p><b><u>Assessment Objective A Marketing activities</u></b>  <b>A1 Targeting and segmenting the market</b>            -Target market: the market an enterprise wants to sell its products to.            -Market segmentation: key differentiators that divide customers into groups to be targeted.            -Markets: Business to Business (B2B), Business to Consumer (B2C), niche, mass.  <b>A2 4Ps of the marketing mix</b>            -Product            -Price            -Place            -Promotion            -Multichannel marketing: using a range of traditional and/or digital methods.  <b>A3 Factors influencing the choice of marketing methods</b>            -Factors influencing the choice of marketing methods.  <b>A4 Trust, reputation and loyalty</b>            - Importance of brand image: perceptions of quality, value, variety and customer service.            - Importance of reputation: actions of the enterprise and how they affect public opinion.</p> <p><b><u>Assessment Objective B Financial documents and statements</u></b>  <b>B1 Financial documents</b>            -Types of financial documents: purchase orders, delivery notes, and goods received notes, invoices, and credit notes, statements of account, remittance advice slips, and receipts.            -Importance of accuracy when these documents are being used.            -Importance of accurate financial documents and record-keeping to business accounting.  <b>B2 Payment methods</b>            -Payment methods: cash, credit cards, debit cards, direct debit, payment technologies.            -Impact on customers and enterprises of using different payment methods.  <b>B3 Revenue and costs</b>            -Revenue/turnover.            -Start-up and running costs.  <b>B4 Financial statements</b>            -Profit and loss account (statement of comprehensive income): shows the profit or loss of an enterprise over time.            -Balance sheet (statement of financial position): shows the financial performance of an enterprise at a point in time.            -Stakeholders: owner(s), managers, employees, lenders, government, customers and suppliers.  <b>B5 Profitability and liquidity</b>            -Difference between cash and profit.            -Difference between liquidity and profitability.            -Calculate profitability ratios from given formulae.            -Calculate liquidity ratios from given formulae.</p> <p><b>Assessments</b>  <i>End of topic assessments</i></p>

# Enterprise Curriculum Overview

	<p><i>Exam questions, class and homework activities within lessons</i>  <i>Mock Exam (November)</i></p>
<p>Spring</p>	<p><b><u>Overview – Component 3 – Marketing and Finance for Enterprise</u></b></p> <p><u>Assessment objectives</u>  <b>AO1</b> Knowledge: Demonstrate knowledge of marketing terms and principles and financial information in relation to a given enterprise  <b>AO2</b> Understanding: Demonstrate understanding of marketing terms and principles and financial information in relation to a given enterprise  <b>AO3</b> Analyse and interpret marketing information and financial data, making connections to inform solutions  <b>AO4</b> Evaluate marketing and financial information in context to make reasoned judgements and decisions  <b>AO5</b> Perform procedures</p> <p><b><u>Skills</u></b>  <b><u>Component 3</u></b></p> <p><b><u>Assessment Objective C Financial Planning and forecasting</u></b></p> <p><b>C1 Budgeting</b>          -Expenditure and revenue budgets          -Difference between budgeting and budgetary control (checking performance against plan).          -Impact of favourable and adverse variances</p> <p><b>C2 Cash flow</b>          -Cash flow forecast: predicted inflows/receipts, outflows/payments, net inflows/outflows, opening and closing balances, surpluses, deficits.          -Purpose of cash flow forecasts:          -Difference between forecasted and actual cash flows.</p> <p><b>C3 Suggesting improvements to cash flow problems</b>          -Cash flow problems: cash surpluses, cash deficits.          -Suggested solutions to problems.</p> <p><b>C4 Break-even point and break-even analysis</b>          -Fixed, variable and total costs, and total revenue.          -Break-even point, margin of safety, area of profit and area of loss.          -Importance to an enterprise of breaking even.          -Strengths and limitations of break-even analysis.</p> <p><u>Students will also complete a variety of tasks in preparation for their final assessment:</u>          Exam scenarios          Walking talking mocks          Exam revision and preparation          Revision Workbooks          Mock Exam (March)</p>
<p>Summer</p>	<p><b>Assessments</b>  <i>End of topic assessments</i>  <i>Exam questions, class and homework activities within lessons</i>  <i>Mock Exam (March)</i>  <i>Exam scenarios</i>  <i>Walking talking mocks</i>  <i>Exam revision and preparation</i>  <i>Revision Workbooks</i></p>
	<p>Students will complete their exam at the very beginning of the Summer term.</p>
	<p><b>Assessments</b>  <b><i>Component 3 – External Exam MAY</i></b></p>