



# BTEC Level 1 & 2 Tech Award in Enterprise

## Curriculum Overview 2024 to 2026

|        | Year 10   | Year 11   |
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| Autumn | <p><b><u>Overview – Component 2 – Planning and Presenting a Micro-Enterprise Idea</u></b></p> <p><u>Learning outcomes</u><br/> <b>Learning outcome A</b> Choose an idea and produce a plan for a micro-enterprise idea<br/> <b>Learning outcome B</b> Present a plan for the micro-enterprise idea to meet specific requirements<br/> <b>Learning outcome C</b> Review the presentation of the micro-enterprise idea to meet specific requirements</p>  | <p><b><u>Overview – Component 3 – Marketing and Finance for Enterprise</u></b></p> <p><u>Assessment objectives</u><br/> <b>AO1</b> Knowledge: Demonstrate knowledge of marketing terms and principles and financial information in relation to a given enterprise<br/> <b>AO2</b> Understanding: Demonstrate understanding of marketing terms and principles and financial information in relation to a given enterprise<br/> <b>AO3</b> Analyse and interpret marketing information and financial data, making connections to inform solutions<br/> <b>AO4</b> Evaluate marketing and financial information in context to make reasoned judgements and decisions<br/> <b>AO5</b> Perform procedures</p>  |
|        | <p><b><u>Skills</u></b><br/> <b><u>Component 2</u></b></p> <p><b><u>Learning outcome A: Choose an idea and produce a plan for a microenterprise idea</u></b><br/> <b>A1 Choosing ideas for a micro-enterprise</b><br/>           -Generation of ideas and choosing or rejecting ideas that may contribute to the likely success of an enterprise idea.<br/>           -Innovative ideas which are realistic and within budget.<br/> <b>A2 Plan for a micro-enterprise</b><br/>           -Ownership of the micro-enterprise.<br/>           -Aims of the micro-enterprise.<br/>           -Features of the product (goods or services) to be sold.<br/>           -Pricing of the product (goods or services) to be sold.<br/>           -Methods of promotion.<br/>           -Identifying the target market.<br/>           -Resources required.<br/>           -Financial information.<br/>           -Risk assessment.<br/>           -Viability of the plan based.<br/> <b>Learning outcome B: Present a plan for the micro-enterprise idea to meet specific requirements</b><br/> <b>B1 Production of presentation</b><br/>           -Selection of relevant information and logical sequencing of information and ideas.<br/>           -Use of appropriate written communication skills.<br/>           -Consistent visual presentation appropriate for the enterprise idea.<br/> <b>B2 Delivery of presentation</b><br/>           -Method of recording and delivery.<br/>           -Accurate and effective verbal communication skills.<br/>           -Engaging non-verbal communication skills.<br/> <b>Learning outcome C: Review the presentation of the micro-enterprise idea to meet specific requirements</b><br/> <b>C1 Review of presentation</b><br/>           -Review of own skills demonstrated in the production and delivery of the presentation.</p> | <p><b><u>Skills</u></b><br/> <b><u>Component 3</u></b></p> <p><b><u>Assessment Objective B Financial documents and statements</u></b><br/> <b>B1 Financial documents</b><br/>           -Types of financial documents: purchase orders, delivery notes, and goods received notes, invoices, and credit notes, statements of account, remittance advice slips, and receipts.<br/>           -Importance of accuracy when these documents are being used.<br/>           -Importance of accurate financial documents and record-keeping to business accounting.<br/> <b>B2 Payment methods</b><br/>           -Payment methods: cash, credit cards, debit cards, direct debit, payment technologies.<br/>           -Impact on customers and enterprises of using different payment methods.<br/> <b>B3 Revenue and costs</b><br/>           -Revenue/turnover.<br/>           -Start-up and running costs.<br/> <b>B4 Financial statements</b><br/>           -Profit and loss account (statement of comprehensive income): shows the profit or loss of an enterprise over time.<br/>           -Balance sheet (statement of financial position): shows the financial performance of an enterprise at a point in time.<br/>           -Stakeholders: owner(s), managers, employees, lenders, government, customers and suppliers.<br/> <b>B5 Profitability and liquidity</b><br/>           -Difference between cash and profit.<br/>           -Difference between liquidity and profitability.<br/>           -Calculate profitability ratios from given formulae.<br/>           -Calculate liquidity ratios from given formulae.<br/> <b><u>Assessment Objective C Financial Planning and forecasting</u></b><br/> <b>C1 Budgeting</b><br/>           -Expenditure and revenue budgets<br/>           -Difference between budgeting and budgetary control (checking performance against plan).<br/>           -Impact of favourable and adverse variances<br/> <b>C2 Cash flow</b><br/>           -Cash flow forecast: predicted inflows/receipts, outflows/payments, net inflows/outflows, opening and closing balances, surpluses, deficits.<br/>           -Purpose of cash flow forecasts:<br/>           -Difference between forecasted and actual cash flows.<br/> <b>C3 Suggesting improvements to cash flow problems</b><br/>           -Cash flow problems: cash surpluses, cash deficits.<br/>           -Suggested solutions to problems.</p> |

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|               |   | <p><b>C4 Break-even point and break-even analysis</b><br/>         -Fixed, variable and total costs, and total revenue.<br/>         -Break-even point, margin of safety, area of profit and area of loss.<br/>         -Importance to an enterprise of breaking even.<br/>         -Strengths and limitations of break-even analysis.</p>   |
|               | <p><b>Assessments</b><br/> <i>Component 2 PSA</i></p>   | <p><b>Assessments</b><br/> <i>End of topic assessments</i><br/> <i>Exam questions, class and homework activities within lessons</i><br/> <i>Mock Exam (November)</i><br/> <b>Component 3 – External Exam January</b></p>   |
| <p>Spring</p> | <p><b><u>Overview – Component 1 – Exploring Enterprises</u></b></p> <p><u>Learning outcomes</u><br/> <b>Learning outcome A</b> Understand how and why enterprises and entrepreneurs are successful<br/> <b>Learning outcome B</b> Understand customer needs and competitor behaviour through market research<br/> <b>Learning outcome C</b> Understand how the outcomes of situational analyses may affect enterprises</p> <p><b><u>Skills</u></b><br/> <b><u>Component 1</u></b></p> <p><b><u>Learning outcome A: Understand how and why enterprises and entrepreneurs are successful</u></b><br/> <b>A1 Size and features of SMEs</b><br/>         -Size of SMEs.<br/>         -Types of profit-making enterprises.<br/>         -Features of SMEs.<br/> <b>A2 Markets, sectors, models and industries in which enterprises</b><br/>         -Different sectors and business models.<br/>         -Different industries in which enterprises operate.<br/> <b>A3 Aims and activities of enterprises</b><br/>         -Aims of enterprises.<br/>         -Impact of activities in supporting the aims of enterprises.<br/>         -Impact of failing to undertake these activities successfully.<br/> <b>A4 Skills and characteristics of entrepreneurs</b><br/>         -Reasons why entrepreneurs start their own enterprise<br/>         -Impact of the skills and characteristics of the entrepreneur in helping to support the aims of the enterprise.<br/> <b><u>Learning outcome B: Understand customer needs and competitor behaviour through market research</u></b><br/> <b>B1 Market research methods</b><br/>         -Benefits and drawbacks of a range of primary research methods used by enterprises.<br/>         -Benefits and drawbacks of a range of secondary research methods used by enterprises.<br/> <b>B2 Understanding customer needs</b><br/>         -The importance of the information that primary and secondary research methods can provide about customers.<br/> <b>B3 Understanding competitor behaviour</b><br/>         -Understanding the market.<br/>         -Competitive advantage<br/> <b>B4 Suitability of market research methods</b></p> | <p><b><u>Overview – Component 3 – Marketing and Finance for Enterprise</u></b></p> <p><u>Assessment objectives</u><br/> <b>AO1 Knowledge:</b> Demonstrate knowledge of marketing terms and principles and financial information in relation to a given enterprise<br/> <b>AO2 Understanding:</b> Demonstrate understanding of marketing terms and principles and financial information in relation to a given enterprise<br/> <b>AO3 Analyse and interpret</b> marketing information and financial data, making connections to inform solutions<br/> <b>AO4 Evaluate</b> marketing and financial information in context to make reasoned judgements and decisions<br/> <b>AO5 Perform</b> procedures</p> <p><b><u>Skills</u></b><br/> <b><u>Component 3</u></b></p> <p><b><u>Assessment Objective A Marketing activities</u></b><br/> <b><u>Assessment Objective B Financial documents and statements</u></b><br/> <b><u>Assessment Objective C Financial Planning and forecasting</u></b></p> <p><u>Students will complete a variety of tasks in preparation for their final assessment:</u><br/>         Exam scenarios<br/>         Walking talking mocks<br/>         Exam revision and preparation<br/>         Revision Workbooks<br/>         Mock Exam (March)</p> |

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|   | <p>-Suitability of market research methods that could help the enterprise in gaining further information.</p> <p><b><u>Learning outcome C: Understand how the outcomes of situational analyses may affect enterprises</u></b></p> <p><b>C1 PEST (Political, Economic, Social, Technological) analysis</b></p> <p>-Recommendations for actions that enterprises could take based on research and analysis.</p> <p>-Suitability of recommendations made according to the potential positive and negative impact on costs and revenues.</p> <p><b>C2 SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis</b></p> <p>-Impact of the strengths, weaknesses, opportunities and threats based on research, analysis and understanding of enterprises.</p> <p>-Ability to react to the strengths, weaknesses, opportunities and threats according to the potential positive and negative impact on costs and revenues.</p>   |   |
| <h2 style="font-size: 2em;">Summer</h2>   | <p><b>Assessments</b></p> <p><i>Component 2 PSA</i></p>  | <p><b>Assessments</b></p> <p><i>Exam scenarios</i></p> <p><i>Walking talking mocks</i></p> <p><i>Exam revision and preparation</i></p> <p><i>Revision Workbooks</i></p> <p><i>Mock Exam (March)</i></p> |
|   | <p><b><u>Overview – Component 3 – Marketing and Finance for Enterprise</u></b></p> <p><u>Assessment objectives</u></p> <p><b>AO1 Knowledge:</b> Demonstrate knowledge of marketing terms and principles and financial information in relation to a given enterprise</p> <p><b>AO2 Understanding:</b> Demonstrate understanding of marketing terms and principles and financial information in relation to a given enterprise</p> <p><b>AO3 Analyse and interpret</b> marketing information and financial data, making connections to inform solutions</p> <p><b>AO4 Evaluate</b> marketing and financial information in context to make reasoned judgements and decisions</p> <p><b>AO5 Perform</b> procedures</p>   | <p>Students will complete their exam at the very beginning of the Summer term.</p>  |
|   | <p><b><u>Skills</u></b></p> <p><b><u>Component 3</u></b></p> <p><b><u>Assessment Objective A Marketing activities</u></b></p> <p><b>A1 Targeting and segmenting the market</b></p> <p>-Target market: the market an enterprise wants to sell its products to.</p> <p>-Market segmentation: key differentiators that divide customers into groups to be targeted.</p> <p>-Markets: Business to Business (B2B), Business to Consumer (B2C), niche, mass.</p> <p><b>A2 4Ps of the marketing mix</b></p> <p>-Product</p> <p>-Price</p> <p>-Place</p> <p>-Promotion</p> <p>-Multichannel marketing: using a range of traditional and/or digital methods.</p> <p><b>A3 Factors influencing the choice of marketing methods</b></p> <p>-Factors influencing the choice of marketing methods.</p> <p><b>A4 Trust, reputation and loyalty</b></p> <p>- Importance of brand image: perceptions of quality, value, variety and customer service.</p> <p>- Importance of reputation: actions of the enterprise and how they affect public opinion.</p> |   |
| <p><b>Assessments</b></p> <p><i>End of topic assessments</i></p> <p><i>Exam questions, class and homework activities within lessons</i></p> | <p><b>Assessments</b></p> <p><i>Component 3 – External Exam MAY</i></p>  |   |

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