

Key Stage 4 (11)	
Course title: BTEC Tech Award in Enterprise Level 1/2	
Exam board: Pearson	
Specification code: 603/7063/4	
Autumn 1 (September-October)	<p>After receiving feedback on their practice PSA Students will complete their actual PSA under exam conditions. Practice Assessment: Feedback</p> <p>Preparation for Pearson set assessment component 2: (6 hours)</p> <p>Complete Pearson set assessment component 2: (7 hours)</p>
Autumn 2 (October-December)	<p>Students will be introduced to the basic concepts of marketing using a range of real-life case studies and examples.</p> <p>Component 3: Marketing and Finance for Enterprise</p> <p>Learning outcome A: marketing activities</p> <p>A1 Targeting and segmenting the market A2 4Ps of the marketing mix A3 Factors influencing the choice of marketing methods A4 Trust, reputation and loyalty Revision/Exam Technique</p> <p>LOA ASSESSMENT</p>
Spring 1 (January-February)	<p>Students will develop an understanding of the importance and steps involved in managing finance in a small business.</p> <p>Learning outcome B: Financial documents and statements</p> <p>B1 Financial documents B2 Payment methods B3 Revenue and costs B4 Financial statements B5 Profitability and liquidity Revision/Exam Technique</p> <p>LOB ASSESSMENT</p>
Spring 2 (February-March)	<p>By the end of learning aim C students will understand the importance of managing small business finance from a legal and organisational perspective.</p>

	<p>Learning outcome C: financial planning and forecasting</p> <p>C1 Budgeting C2 Cash flow C3 Suggesting improvements to cash flow problems C4 Break-even point and break-even analysis C5 Sources of business finance Revision/exam technique</p> <p>LOC ASSESSMENT</p>
Spring 1 (January-February)	Revision incorporating past exam papers and work on exam technique leading up to the May 2024 Exam: (2 hours)
Summer 2 (May-July)	Exam study leave