

Key Stage 4 (10)	
Course title: BTEC Tech Award in Enterprise Level 1/2	
Exam board: Pearson	
Specification code: 603/7063/4	
<p>Summer 2 (June-July; year 9)</p>	<p>Component 1 delivers the foundation knowledge students need to be able to set up and run their own enterprise.</p> <p>Induction to BTEC Enterprise – Enterprise Activity. Students receive an introduction to the course, including course structure and grading. The enterprise activity involves students designing and pitching an idea for a mobile food or drinks van including costing, branding, competitor analysis and SWOT analysis.</p> <p>Component 1: Exploring Enterprises</p> <p>Learning outcome A: Understand how and why enterprises and entrepreneurs are successful</p> <p>A1: Sizes and features of SME’s A2: Markets, sectors, models and industries in which enterprises operate A3: Aims and activities of enterprises A4: Skills and Characteristics of Entrepreneurs</p>
<p>Autumn 1 (September- October)</p>	<p>At the end of each learning objective students will be introduced to several different revision and retrieval strategies, e.g., mind-maps and ‘flashcards’ given an assessment to check knowledge and understanding.</p> <p>LOA Revision and retrieval practice</p> <p>LOA ASSESSMENT</p> <p>Learning outcome B: Understand customer needs and competitor behaviour through market research</p> <p>B1: Market research methods (primary)/B1: market research methods (secondary) B2: Understanding customer needs B3: Understanding competitors behaviour B4: Suitability of market research methods</p> <p>Revision and retrieval practice</p>
<p>Autumn 2 (October- January)</p>	<p>After completion of LOC students will be guided through a full practice PSA (Pearson Set Assessment) in class. This will mimic the actual assessment and will fully prepare students to sit the assessment in the spring term.</p> <p>LOB ASSESSMENT</p>

	<p>Learning outcome C: Understand how the outcomes of situational analyses may affect enterprises</p> <p>C1: PEST C2: SWOT</p> <p>Revision and retrieval practice</p> <p>LOC ASSESSMENT</p> <p>Preparation for Pearson set assessment Component 1: practice assessment: (6 hours)</p> <p>Complete Pearson set assessment component 1: practice assessment (5 hours)</p>
<p>Spring 1 (February - April)</p>	<p>After receiving feedback on their practice assessment students will embark on their PSA under exam conditions.</p> <p>Complete Pearson set assessment component 1: practice assessment: (5 hours)</p> <p>Practice Assessment: Feedback</p> <p>Preparation for Pearson set assessment component 1: (5 hours)</p> <p>Complete Pearson Set Assessment Component 1: (6 hours)</p>
<p>Spring 2 (April-May)</p>	<p>Component 2 allows the students to put into practice the knowledge and understanding they developed whilst studying Component 1 to develop potential ideas for a micro-enterprise.</p> <p>Component 2: planning and presenting a micro-enterprise idea</p> <p>A1: Choosing Ideas for a micro-enterprise A2: Writing a business plan for a micro-enterprise</p>
<p>Summer 1 (May-June)</p>	<p>Students will be supported through considering the viability of their business idea. How to write a successful business plan and develop their verbal presentation skills.</p> <p>A2: Writing a business plan for a micro-enterprise B1: Production of presentation B2: Delivery of presentation</p>

Summer 2 (June-July)	<p>Students will self and peer evaluate their micro-enterprise idea and consider positives and areas for improvement.</p> <p>Students will complete a guided practice PSA in class supported by their teacher.</p> <p>C1: Review presentation</p> <p>Preparation for Pearson set assessment component 2: practice assessment: (6 hours)</p> <p>Complete Pearson set assessment component 2: practice assessment (7 hours)</p>
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Key Stage 4 (11)	
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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