

BTEC Enterprise Curriculum 2022-23

	Term 1	Term 2	Term 3
BTEC ENTERPRISE YEAR 10	<p>Internally assessed (Component 1)</p> <ul style="list-style-type: none"> • Activities, purpose, activities, ownership and size of two local enterprises • Comparison of two local enterprises • The entrepreneurial skills and characteristics demonstrated in each local enterprise • The entrepreneurial skills and characteristics used to support the purpose of one of the selected enterprises <p>The success the enterprises at meeting their main purpose</p>	<ul style="list-style-type: none"> • The market research used to meet customer needs and understand competitor behaviour by two local enterprises • The design of the market research methods to meet customer needs and understand competitor behaviour • The effectiveness of the market research used by the two selected enterprises • Internal factors that are important for business success • External factors that are important for business success • The most significant internal and external factor affecting the success of a selected enterprise 	<p>Internally assessed (component 2)</p> <ul style="list-style-type: none"> • Three potential business ideas for a micro-enterprise activity using market research <p>Prepare a detailed, well-structured plan for a final enterprise activity supported with individual research</p>
BTEC ENTERPRISE YEAR 11	<ul style="list-style-type: none"> • Prepare and deliver a confident pitch of the plan to an audience demonstrating good communication and presentation skills • Plan and pitch evaluation with recommendations on 	<ul style="list-style-type: none"> • Calculate revenue, costs and profit • Ways to increase profit • Calculate and interpret a statement of financial income • Recommend how to improve a statement of financial income 	Revision and exam preparation

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	<p>improvements to the plan and pitch</p> <p>Externally assessed (Component 3)</p> <ul style="list-style-type: none"> • Types of market • Different messages that promotion sends • Different forms of promotion that businesses use • Different ways that a business may segment the market with examples • Recommend most suitable form of promotion for a certain target market and business • Complete the financial documents used in businesses • Correct errors on financial docs • Different types of payment methods <p>Recommend certain payment methods for different situations</p>	<ul style="list-style-type: none"> • Calculate and interpret profitability ratios • Assets and liabilities • Calculate and interpret a statement of financial position • Recommend how to improve a statement of financial position • Calculate and interpret liquidity ratios • Calculate and interpret a cash flow forecast • Recommend how to improve a cash flow forecast • Calculate break even using the formula, table and graph • Changes in break-even variables • Source of finance <p>Recommend the appropriate source of finance</p>	
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