

**BTEC Enterprise Year 11 12-Week Plan 2025**

Week Commencing	Curriculum Time	Homework/revision topic	Supporting resources	Further Support
6 <sup>th</sup> January 2025	<b>Lesson 1</b> <b>Price</b> <b>Lesson 2</b> <b>Distribution</b>	<b>A1 Targeting and segmenting the market</b> <ul style="list-style-type: none"> <li>● Target market: the market an enterprise wants to sell its products to.</li> <li>● Market segmentation:</li> <li>● Markets: Business to Business (B2B), Business to Consumer (B2C), niche, mass.</li> </ul> <b>A2 4Ps of the marketing mix</b> <ul style="list-style-type: none"> <li>● Product: <ul style="list-style-type: none"> <li>o product portfolio: comprises all products (goods and services) of an enterprise</li> <li>o product life cycle: development, introduction, growth, maturity, decline <ul style="list-style-type: none"> <li>o USP (unique selling point)</li> <li>o branding, brand personality, brand image.</li> </ul> </li> </ul> </li> </ul>	GCSEPod links: <a href="https://members.gcsepod.com/shared/podcasts/title/12842/79933">https://members.gcsepod.com/shared/podcasts/title/12842/79933</a> <a href="https://members.gcsepod.com/shared/podcasts/title/12837/79936">https://members.gcsepod.com/shared/podcasts/title/12837/79936</a>  Revision Book: Pages 2-10 12-15  Attempt the practice questions Pg 11  Bitesize: <a href="https://www.bbc.co.uk/bitesize/guides/z7scbdm/revision/1">https://www.bbc.co.uk/bitesize/guides/z7scbdm/revision/1</a> <a href="https://www.bbc.co.uk/bitesize/guides/z63847h/revision/1">https://www.bbc.co.uk/bitesize/guides/z63847h/revision/1</a> <a href="#">Phases of the product life cycle - Product - Edexcel - GCSE Business Revision - Edexcel - BBC Bitesize</a> <a href="https://www.bbc.co.uk/bitesize/guides/z63847h/revision/3">https://www.bbc.co.uk/bitesize/guides/z63847h/revision/3</a>	This topic will be covered on Monday 13th January in T9
13 <sup>th</sup> January 2025	<b>Lesson 1</b> <b>Promotion</b> <b>Lesson 2</b> <b>Factors affecting 4ps</b>	<b>A2 4Ps of the marketing mix</b> <ul style="list-style-type: none"> <li>● Price: <ul style="list-style-type: none"> <li>o pricing strategies: penetration, skimming, competitive, cost-plus, premium.</li> </ul> </li> </ul>	GCSE pod links: <a href="https://members.gcsepod.com/shared/podcasts/title/12837/79937">https://members.gcsepod.com/shared/podcasts/title/12837/79937</a> <a href="#">GCSEPod</a>	This topic will be covered on Monday

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		<p>Place: o digital and physical distribution of products.</p> <ul style="list-style-type: none"> <li>Place: o digital and physical distribution of products</li> </ul>	<p>Bitesize: <a href="https://www.bbc.co.uk/bitesize/guides/zn47wty/revision/1">https://www.bbc.co.uk/bitesize/guides/zn47wty/revision/1</a> <a href="https://www.bbc.co.uk/bitesize/guides/zn47wty/revision/2">https://www.bbc.co.uk/bitesize/guides/zn47wty/revision/2</a> <a href="#">Price - The marketing mix - Edexcel - GCSE Business Revision - Edexcel - BBC Bitesize</a> <a href="#">Place - The marketing mix - Edexcel - GCSE Business Revision - Edexcel - BBC Bitesize</a></p> <p>Revision book: Pages 16-17</p>	<p>20th January in T9</p>
<p>20<sup>th</sup> January 2025</p>	<p>Lesson 1 Trust, reputation and loyalty Lesson 2 Financial docs Lesson 3 Financial docs2</p>	<p><b>A2 4Ps of the marketing mix</b></p> <ul style="list-style-type: none"> <li>Promotion: o promotional mix: advertising, Public Relations (PR), Online Public Relations (OPR), social media marketing, personal selling, direct marketing, sales promotion o 'above the line' and 'below the line' promotion.</li> <li>Multichannel marketing: using a range of traditional and/or digital methods.</li> </ul> <p><b>A3 Factors influencing the choice of marketing methods</b></p>	<p>GCSE Pod links: <a href="#">GCSEPod</a> <a href="#">GCSEPod</a></p> <p>Revision guide: Pages 18-19, 22</p> <p>Recall activities 24-26</p> <p>Bitesize: <a href="#">Promotion - The marketing mix - Edexcel - GCSE Business Revision - Edexcel - BBC Bitesize</a> <a href="#">The marketing mix in the competitive environment - The marketing mix - Edexcel - GCSE Business Revision - Edexcel - BBC Bitesize</a> <a href="#">The impact of technology on the marketing mix - The marketing mix - Edexcel - GCSE Business Revision - Edexcel - BBC Bitesize</a></p>	<p>This topic will be covered on Monday 27th January in T9</p>

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27 <sup>th</sup> January 2025	Lesson 1 Payment methods Lesson 2 Different sorts of costs	<p><b>A4 Trust, reputation and loyalty</b></p> <p><b>B1 Financial documents</b> Types of financial documents: purchase orders, delivery notes, goods received notes, invoices, credit notes, statements of account, remittance advice slips, receipts.</p> <ul style="list-style-type: none"> <li>● Importance of accuracy when these documents are being used.</li> <li>● Importance of accurate financial documents and record-keeping to business accounting</li> </ul>	<p>GCSE pod links: <a href="https://members.gcsepod.com/shared/podcasts/title/12837/79940">https://members.gcsepod.com/shared/podcasts/title/12837/79940</a></p> <p>Revision book: Pages 23, 27-33</p> <p>Attempt exam practice Pages 20-21, 34-35</p> <p><a href="https://quizlet.com/gb/548815046/y11-btec-tech-award-enterprise-financial-documents-flash-cards/">https://quizlet.com/gb/548815046/y11-btec-tech-award-enterprise-financial-documents-flash-cards/</a></p> <p><a href="https://members.gcsepod.com/shared/podcasts/title/12838/81083">https://members.gcsepod.com/shared/podcasts/title/12838/81083</a></p>	This topic will be covered on Monday 24th February in T9
3 <sup>rd</sup> February 2025		MOCK Exams		
10 <sup>th</sup> February 2025				
17 <sup>th</sup> February 2025		FEBRUARY HALF TERM		
24 <sup>th</sup> February 2025	Lesson 1 <b>Revenue, costs and profits</b> Lesson 2 <b>Income statements</b> Lesson 3	<p><b>B2 Payment methods Learners will explore why enterprises use some or all of the following payment methods.</b></p> <ul style="list-style-type: none"> <li>● Payment methods: cash, credit cards, debit cards, direct debit, payment technologies.</li> <li>● Impact on customers and enterprises of using different payment methods.</li> </ul>	<p><a href="https://www.youtube.com/watch?v=bjVaK-2E_K4">https://www.youtube.com/watch?v=bjVaK-2E_K4</a> <a href="#">GCSEPod</a></p> <p>Revision book: Pages 36-37, 40</p> <p>Attempt exam assessment practice</p>	

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	<b>Profitability ratios</b>	<b>B3 Revenue and costs</b>	Pages 38 - 39	
3 <sup>rd</sup> March 2025	<b>Lesson 1 Sources of finance</b> <b>Lesson 2 Sources of finance</b>	<p><b>B3 Revenue and costs</b></p> <ul style="list-style-type: none"> <li>● Revenue/turnover.</li> <li>● Start-up and running costs.</li> </ul> <p><b>B4 Financial statements</b></p> <ul style="list-style-type: none"> <li>● Profit and loss account (statement of comprehensive income): shows the profit or loss of an enterprise over time: <ul style="list-style-type: none"> <li>o revenue, cost of sales, expenses, gross profit, net profit (profit for the year).</li> </ul> </li> </ul> <p><b>B5 Profitability and liquidity</b></p> <p>Calculate profitability ratios from given formulae:</p> <ul style="list-style-type: none"> <li>o gross profit margin percentage (GPM) = <math>(\text{gross profit} \div \text{revenue}) \times 100</math></li> <li>o net profit margin percentage (NPM) = <math>(\text{net profit} \div \text{revenue}) \times 100</math></li> </ul>	<p>GCSE Pod: <a href="#">GCSEPod</a> <a href="#">GCSEPod</a></p> <p>Revision Guide: 40-41, 48</p> <p><a href="#">Ratio Analysis - GCSE Business - Gross Profit Margin &amp; Net Profit Margin - YouTube</a> <a href="#">Gross profit - Business calculations - Edexcel - GCSE Business Revision - Edexcel - BBC Bitesize</a> <a href="#">Net profit - Business calculations - Edexcel - GCSE Business Revision - Edexcel - BBC Bitesize</a> <a href="#">Gross profit margin - Business calculations - Edexcel - GCSE Business Revision - Edexcel - BBC Bitesize</a> <a href="#">Net profit margin - Business calculations - Edexcel - GCSE Business Revision - Edexcel - BBC Bitesize</a></p>	This topic will be covered on Monday 17th March in T9
10 <sup>th</sup> March 2025		Mock exams		
10 <sup>th</sup> March 2025	<b>Lesson 1 Balance sheets</b> <b>Lesson 2</b>	<p>C5 Sources of business finance</p> <ul style="list-style-type: none"> <li>● Internal sources of finance: <ul style="list-style-type: none"> <li>o personal sources: savings, credit cards, borrowing from friends and</li> </ul> </li> </ul>	<p>GCSE Pod <a href="#">GCSEPod</a></p> <p>Revision Guide:</p>	This topic will be covered on

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	Balance sheets and stakeholders	<p>family</p> <ul style="list-style-type: none"> <li>o retained profits</li> <li>o sale of assets.</li> <li>● External sources of finance: <ul style="list-style-type: none"> <li>o long-term: mortgages, share capital, taking on new partners</li> <li>o medium-term: hire purchase (HP), leasing, loans, peer-to-peer lending (P2P), investment from business angels</li> <li>o short-term: bank overdraft, crowdfunding, trade credit</li> <li>o government and charitable grants.</li> </ul> </li> </ul>	<p>Pages 64-66</p> <p>Recall activities: Pages 67-69</p> <p><a href="#">Short-term finance - Sources of finance - Edexcel - GCSE Business Revision - Edexcel - BBC Bitesize</a></p> <p><a href="#">Long-term finance - Sources of finance - Edexcel - GCSE Business Revision - Edexcel - BBC Bitesize</a></p>	Monday 24th March in T9
17 <sup>th</sup> March 2025	<p><b>Lesson 1 Liquidity</b></p> <p><b>Lesson 2</b> Cash flow</p> <p>Lesson 3 Resolving cash flow</p>	<p><b>B4 Financial statements</b></p> <ul style="list-style-type: none"> <li>● Balance sheet (statement of financial position) <ul style="list-style-type: none"> <li>o fixed (non-current) and current assets</li> <li>o working capital (net current assets)</li> <li>o long term (non-current) and current liabilities</li> <li>o debtors (accounts receivable) and creditors (accounts payable)</li> <li>o equity.</li> </ul> </li> <li>● Stakeholders: owner(s), managers, employees, lenders, government, customers and suppliers</li> </ul>	<p>Revision Guide: Pages 42-44</p> <p>Recall activities Pages 45-47</p> <p><a href="#">Balance Sheets - BTEC Tech Award in Enterprise</a></p>	This topic will be covered on Monday 31 <sup>st</sup> March in T9
24 <sup>th</sup> March 2025	Lesson 1 Budgets Lesson 2	<p>B5 Profitability and liquidity</p> <p>Calculate liquidity ratios from given formulae:</p>	<p>GCSE Pod: <a href="#">GCSEPod</a></p>	

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	<p>Break even</p>	<p>o current ratio = current assets ÷ current liabilities  o liquid capital ratio = (current assets – inventory) ÷ current liabilities  C2 Cash flow</p> <ul style="list-style-type: none"> <li>● Cash flow forecast:</li> <li>● Purpose of cash flow forecasts: <ul style="list-style-type: none"> <li>o to identify money coming in and going out of the enterprise over time</li> <li>o to determine the impact of timings of inflows and outflows</li> <li>o to determine positive and negative liquidity and make business decisions.</li> </ul> </li> <li>● Difference between forecasted and actual cash flows.</li> </ul> <p><b>C3 Suggesting improvements to cash flow problems</b></p> <ul style="list-style-type: none"> <li>● Cash flow problems: cash surpluses, cash deficits.</li> <li>● Suggested solutions to problems:</li> </ul>	<p>Revision Guide:  Pages 49, 54-57</p> <p>Recall activities:  50-51, 58-59</p> <p><a href="#">The importance of cash flow - Cash and cash flow - Edexcel - GCSE Business Revision - Edexcel - BBC Bitesize</a>  <a href="#">Preventing business failure - Cash and cash flow - Edexcel - GCSE Business Revision - Edexcel - BBC Bitesize</a>  <a href="#">The difference between cash and profit - Cash and cash flow - Edexcel - GCSE Business Revision - Edexcel - BBC Bitesize</a>  <a href="#">Calculating and interpreting cash flow forecasts - Cash and cash flow - Edexcel - GCSE Business Revision - Edexcel - BBC Bitesize</a>  <a href="#">Net cash flow - Cash and cash flow - Edexcel - GCSE Business Revision - Edexcel - BBC Bitesize</a>  <a href="#">Opening and closing balance - Cash and cash flow - Edexcel - GCSE Business Revision - Edexcel - BBC Bitesize</a></p>	
<p>31<sup>st</sup> March</p>	<p><b>Lesson 1  Break even 2  Lesson 2  Break even graphs  Lesson 3  Revision exercises</b></p>	<p><b>C1 Budgeting</b></p> <ul style="list-style-type: none"> <li>● Expenditure and revenue budgets:</li> <li>● Difference between budgeting and budgetary control (checking performance against plan).</li> <li>● Impact of favourable and adverse variances</li> </ul> <p><b>C4 Break-even point and break-even analysis</b></p> <ul style="list-style-type: none"> <li>● Fixed, variable and total costs, and</li> </ul>	<p>GCSE Pod:  <a href="#">GCSEPod</a></p> <p>Revision Guide:  Pages 52-53, 60-62</p> <p>Recall activities:  Pages 63, 58-59</p>	<p>This topic will be covered on Monday 28th April in T9</p>

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		<p>total revenue.</p> <ul style="list-style-type: none"> <li>● Break-even point, margin of safety, area of profit and area of loss.</li> <li>● Importance to an enterprise of breaking even.</li> <li>● Strengths and limitations of break-even analysis.</li> </ul>	<p><a href="#">Break-even level of output - Business revenue, costs and profits - Edexcel - GCSE Business Revision - Edexcel - BBC Bitesize</a></p> <p><a href="#">The break-even graph - Business revenue, costs and profits - Edexcel - GCSE Business Revision - Edexcel - BBC Bitesize</a></p> <p><a href="#">Margin of safety - Business revenue, costs and profits - Edexcel - GCSE Business Revision - Edexcel - BBC Bitesize</a></p> <p><a href="#">Changes in revenue and costs - Business revenue, costs and profits - Edexcel - GCSE Business Revision - Edexcel - BBC Bitesize</a></p> <p><a href="#">Profit and loss - Business revenue, costs and profits - Edexcel - GCSE Business Revision - Edexcel - BBC Bitesize</a></p>	
7 <sup>th</sup> April 2025		Easter Holidays		
14 <sup>th</sup> April 2025		Easter Holidays		
21 <sup>st</sup> April 2025	<p><b>Lesson 1</b> <b>Break even practice</b></p> <p><b>Lesson 2</b> <b>Walking talking mock</b></p>	Topics based on mocks and skills analysis		Revision topics will be covered on Tuesday 6 <sup>th</sup> May in T9
28 <sup>th</sup> April 2025	<p><b>Lesson 1</b> <b>Break even practice</b></p> <p><b>Lesson 2</b> <b>Walking talking mock</b></p>	Topics based on mocks and skills analysis		Revision topics will be covered on Tuesday 6 <sup>th</sup> May in T9
8 <sup>th</sup> May 2025	External examinations begin			

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Examination Dates	Wednesday 7 <sup>th</sup> May (am)
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