



Exam Board	Pearson	Qualification Title	BTEC Tech Award Level 1/2 in Enterprise	Click HERE for Specification
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Year 10 Curriculum				
LF Duration	Learning Focus	Specification Reference	Core Knowledge Learning Sequence	Formal Assessment
Week 1-2	The Size and Features of SMEs	C1 Learning Outcome A A1	<ul style="list-style-type: none"> ✓ Size of SMEs (Micro/Small and Medium) ✓ Types of profit-making enterprises (Sole Trade, Partnership, LTD) ✓ Social Enterprises ✓ Features of SMEs 	
Week 3	Markets, Sectors and Models	C1 Learning Outcome A A2	<ul style="list-style-type: none"> ✓ Markets (Business to Business and Business to Consumer) ✓ Sectors (Goods / Services) ✓ Models (Brick, Click, Flip and e-commerce) ✓ Different industries 	
Week 4/5	Skills and Characteristics of Entrepreneurs	C1 Learning Outcome A A4	<ul style="list-style-type: none"> ✓ Reasons why entrepreneurs start their own enterprise. ✓ Impact of the skills and characteristics of the entrepreneur in helping to support the aims. 	Practice PSA Task – Written Feedback
Week 6/7	Aims and Activities	C1 Learning Outcome A A3	<ul style="list-style-type: none"> ✓ Typical aims of enterprises (e.g., making a profit, expanding, breaking even, being ethical) ✓ Impact of activities in supporting an enterprise aims ✓ Impact of failing to undertake these activities successfully 	Checkpoint on C1 LOA Content
Week 8/9	Market Research Methods	Learning Outcome B B1	<ul style="list-style-type: none"> ✓ Benefits and drawback of a range of primary research methods used by enterprises. ✓ Benefits and drawback of a range of secondary research methods used by enterprises. 	
Week 10/11	Understanding customer needs	C1 Learning Outcome B B2	<ul style="list-style-type: none"> ✓ Understanding the market, anticipating and identifying customer needs. ✓ Producing product for market that solve problems ✓ Identifying customer expectations ✓ Adapting products to meet customer needs 	Practice PSA Task – Written Feedback

Week 12	Understanding competitor behaviour	C1 Learning Outcome B B3	<ul style="list-style-type: none"> ✓ anticipating and identifying competitor behaviour ✓ producing products to market that are different from competitors ✓ identifying features of the competitors. ✓ Competitive advantage: 	
Week 13	Suitability of Market Research Methods	C1 Learning Outcome B B4	<ul style="list-style-type: none"> ✓ Methods to find out further information about customers and their competitors ✓ alternative methods based on the size of the enterprise, cost of research, time and human resources available to undertake research. 	Checkpoint on C1 LOB Content
Week 14	PEST Analysis	C1 Learning Outcome C C1	<ul style="list-style-type: none"> ✓ Recommendations for actions that enterprises could take based on research and analysis of the following factors ✓ political: governmental changes, new regulations, changes in taxation ✓ economic: consumer confidence in the economy, growth/recession, level of employment, cost of borrowing, cost of energy 	
Week 15	PEST Analysis	C1 Learning Outcome C C1	<ul style="list-style-type: none"> ✓ social: changing consumer behaviour and trends ✓ technological: social media, energy efficiency, technological trends, costs of marketing and selling ✓ Suitability of recommendations made according to the potential positive and negative impact on costs and revenues. 	Practice PSA Task – Written Feedback
Week 16	SWOT Analysis	C1 Learning Outcome C C2	<ul style="list-style-type: none"> ✓ Impact of the strengths, weaknesses, opportunities and threats based on research, analysis and understanding of enterprises to include: <ul style="list-style-type: none"> strengths: effective planning and financing, marketing and promoting the enterprise etc. weaknesses: unforeseen human resources costs, lack of investment etc. opportunities: growing market trends, developments in technology, gaps in the market etc. threats: competitors, supplier problems, developments in technology, government policy etc. ✓ Ability to react to the strengths, weaknesses, opportunities and threats according to the potential positive and negative impact on costs and revenues. 	Checkpoint on C1 LOC Content
Week 17/25	PSA Component 1May 2024 Release			Internal Assessment – Exam Board Set Assignment (30%)
Week 26/28	PSA Component 1May 2024 Release			Internal Assessment – Exam Board Set Assignment (30%)

Week 29/30	Revenue and Costs	C3 Learning Outcome B B3	<ul style="list-style-type: none"> ✓ The sources of revenue and costs for enterprises and how and why they can be minimised/maximised ✓ Revenue/turnover ✓ Start up and running costs 	
Week 31/32	Financial Statements	C3 Learning Outcome B B4	<ul style="list-style-type: none"> ✓ Completing and interpreting financial statements. ✓ Understanding their importance for different stakeholders. ✓ Profit and Loss Accounts 	
Week 33/34	Cashflow	C3 Learning Outcome C C3	<ul style="list-style-type: none"> ✓ Explore, complete and interpret cash flow forecasts and statements. ✓ The differences between predicted and actual cash flow. ✓ Cash flow problems: cash surpluses, cash deficits ✓ Suggest solutions to cashflow problems 	
Week 35/37	Break Even Point and Break-Even Analysis	C3 Learning Outcome C C4	<ul style="list-style-type: none"> ✓ Calculate the break-even point and margin of safety ✓ Construct and interpret a break-even chart ✓ Recognise the strengths and limitations of break-even analysis 	Checkpoint on C3 LOB Content

Year 11 Curriculum

LF Duration	Learning Focus	Specification Reference	Core Knowledge Learning Sequence	Formal Assessment
Week 1	Choosing Ideas for a Micro-Enterprise	C2 Learning Outcome A A1	<ul style="list-style-type: none"> ✓ To be able to generate enterprise ideas. ✓ To know how to choose or reject enterprise ideas 	
Week 2/3	Plan for a micro-enterprise	C2 Learning Outcome A A2	<ul style="list-style-type: none"> ✓ To know how to complete an accurate and realistic business plan 	Checkpoint on C2 LOA Content
Week 3/4	Production of Presentation	C2 Learning Outcome B B1	<ul style="list-style-type: none"> ✓ To understand how to select relevant information. ✓ To be able to logically sequence information and ideas. 	
Week 5/6	Delivery of Presentation	C2 Learning Outcome B B2	<ul style="list-style-type: none"> ✓ To know how to use accurate and effective verbal and non-verbal communication skills. 	Checkpoint on C2 LOB Content
Week 7	Review of Presentation	C2 Learning Outcome C C1	<ul style="list-style-type: none"> ✓ To know how to review and reflect on their own work. ✓ To be able to make recommendations for improvements. 	
October Half Term				
Week 8/15	PSA Component 2 January 2024 Release			Internal Assessment – Exam Board Set Assignment (30%)
Christmas Holiday				

Week 16	Review: Financial Documents	C3 Learning Outcome B B1	<ul style="list-style-type: none"> ✓ Complete and interpret financial documents. ✓ Know the format, sequence, and part each document plays in a transaction. ✓ Know the importance of accuracy when the financial documents are used. 	
Week 17	Review: Revenue and Costs	C3 Learning Outcome B B3	<ul style="list-style-type: none"> ✓ The sources of revenue and costs for enterprises and how and why they can be minimised/maximised ✓ Revenue/turnover ✓ Start up and running costs 	
Week 18	Review: Financial Statements	C3 Learning Outcome B4	<ul style="list-style-type: none"> ✓ Completing and interpreting financial statements. ✓ Understanding their importance for different stakeholders. ✓ Profit and Loss Accounts / Balance Sheet 	Running Past Paper – Target Questions
Week 19	Profitability and Liquidity	C3 Learning Outcome B5	<ul style="list-style-type: none"> ✓ Know how to calculate profitability and liquidity ratios. ✓ Be able to comment on these results. 	
Week 20	Payment Methods	C3 Learning Outcome B2	<ul style="list-style-type: none"> ✓ Understand different payment methods. ✓ Know the impact on customers and enterprises of using different methods. 	Running Past Paper – Target Questions
Week 21	Targeting and Segmenting the Market	C3 Learning Outcome A1	<ul style="list-style-type: none"> ✓ How and why markets are targeted ✓ Key differentiators that divide customers into groups. ✓ Different types of markets. 	
<i>February Half Term</i>				
Week 23/24	The Marketing Mix	C3 Learning Outcome A2	<ul style="list-style-type: none"> ✓ Product, Price, Place, Promotion. ✓ Know how and why traditional and digital marketing methods are used. ✓ Understand the importance of matching campaigns to the aims of the enterprise. 	Running Past Paper – Target Questions
Week 25	Marketing Method Choices	C3 Learning Outcome A3	<ul style="list-style-type: none"> ✓ Understand the factors that influence the choice of marketing methods for enterprises. 	PPE2 C3 Paper (Finance Questions Only – 44/60)
Week 26	Trust, Reputation and Loyalty	C3 Learning Outcome A4	<ul style="list-style-type: none"> ✓ Know the importance of brand image and reputation on attracting and retaining customers. 	
Week 27	Budgeting	C3 Learning Outcome C1	<ul style="list-style-type: none"> ✓ Understand the range of budgets used by enterprises. ✓ To know how to calculate simple budget figures and comment on the results. 	Running Past Paper – Target Questions
<i>Easter School – C1 Resubmissions</i>				
Week 28	Review: Cashflow	C3 Learning Outcome C2/C3	<ul style="list-style-type: none"> ✓ Explore, complete, and interpret cash flow forecasts and statements. ✓ The differences between predicted and actual cash flow. ✓ Cash flow problems: cash surpluses, cash deficits ✓ Suggest solutions to cashflow problems 	
Week 29	Review: Break-Even Point and Break-Even Analysis	C3 Learning Outcome C4	<ul style="list-style-type: none"> ✓ Calculate the break-even point and margin of safety ✓ Construct and interpret a break-even chart 	Running Past Paper – Target Questions

			✓ Recognise the strengths and limitations of break-even analysis	
Week 30	Sources of Business Finance	C3 Learning Outcome C5	<ul style="list-style-type: none"> ✓ Understand why enterprises may plan different sources of finance for different purposes or at different stages. ✓ Know the advantages and disadvantages of each source. 	Running Past Paper – Target Questions
Week 31	Component 3 Exam (Tues 08.05.24 AM)			