

## Programme of Study: 2020-2021

Department: Business Enterprise

Year 9-11:

**Enterprise: Pearson BTEC Level 1/Level 2 Tech Award in Enterprise (Years 9-10)**

**By the end of KS4, students must be able to:**

- Develop sector-specific knowledge and skills in a practical learning environment. The main focus is on the knowledge, understanding and skills required to research, plan, pitch and review an enterprise idea that includes:
- Develop key skills that prove aptitude in planning an enterprise activity, including market research, planning, carrying out financial transactions, communication and problem solving
- Gain knowledge that underpins effective use of skills, such as the features and characteristics of enterprises and entrepreneurs, and the internal and external factors that can affect the performance of an enterprise
- Express attitudes and ways of working that are considered most important for enterprise, including monitoring and reflecting on performance of an enterprise idea and own use of skills.

**Pearson BTEC Level 1/Level 2 Tech Award in Enterprise:**

**Component 1**

- Learners will investigate two real contrasting SMEs, e.g. a service provider or supplier of goods locally and a larger SME.
- Learners will consider the characteristics of the SMEs and their owners, and the importance of these characteristics in achieving success
- Learners will examine how market research is carried out in two SMEs, they can use the same SMEs as used for the report in learning aim A.
- Learners will then discuss how data is collected and how market research methods are designed to meet customer needs, they will understand competitor behaviour in two enterprises.
- Learners will investigate why enterprises are successful, looking at the impact of factors both inside and outside the control of the enterprise, and how they affect the success of two SMEs; these can be the same as used in learning aims A and B.
- They will then use situational analysis: SWOT and PEST to apply their investigation of internal and external factors.
- Learners will analyse the factors that measure success applied to their chosen SME.

**Component 2**

- Learners will individually produce a realistic plan for a micro-enterprise activity, having explored a range of ideas and considered their skills.
- Learners will carry out an individual pitch of their final plan to an audience. The audience could include teachers and peers.
- Learners will individually reflect and evaluate whether their plan and pitch were successful and suggest improvements.

### Component 3

- AO1 Demonstrate knowledge and understanding of elements of promotion and financial records
- AO2 Interpret and use promotional and financial information in relation to a given enterprise
- AO3 Make connections between different factors influencing a given enterprise
- AO4 Be able to advise and provide recommendations to a given enterprise on ways to improve its performance

|  | Term 1  | Term 2   | Term 3   | Term 4  | Term 5   | Term 6   |
|--|---|--|--|---|--|--|
| <b>Year 9</b>  | <b>1.1</b>  | <b>1.2</b>   | <b>1.3</b>   | <b>1.4</b>  | <b>1.5</b>   |  |
| <i>Foundation course in business &amp; enterprise<br/>Students learn how to:</i> | <b>1.1</b> –Spotting a business opportunity - understanding customer needs, market mapping, competition, USP, added value and franchising.  | <b>1.2</b> – Showing enterprise - enterprise skills, invention and innovation, and taking calculated risks.<br>Santa’s Little Helper project   | <b>1.3</b> – Putting a business idea into practice -business estimating revenues, costs and profits, cash flows, the business plan and obtaining finance.  | <b>1.4</b> – Making the start-up effective – marketing, the importance of limited liability, ownership structures, and customer satisfaction  | Recruitment project <b>1.5</b> – The economic context. - demand and supply, interest rates, exchange rates, the business cycle and stakeholders.   | Practical enterprise project.  |
| <b>Year 10</b>   | <b>Term 1</b>   | <b>Term 2</b>  | <b>Term 3</b>  | <b>Term 4</b>   | <b>Term 5</b>  | <b>Term 6</b>  |
| <i>Students learn how to:</i>  | <ul style="list-style-type: none"> <li>• <b>Component 1 - Exploring Enterprises:</b></li> <li>• Characteristics of Enterprise, customer service, types of small &amp; medium enterprise, characteristics of small &amp; medium enterprise, purpose of enterprise, social &amp; political</li> </ul> | <ul style="list-style-type: none"> <li>• Impact of internal factors on costs, impact of external factors on costs, marketing &amp; selling regulations, SWOT, PEST, Reasons an SME is successful, measuring success of SME,</li> </ul> | <ul style="list-style-type: none"> <li>• <b>Component 1: Exploring Enterprises - LAB &amp; LAC</b></li> <li>• <b>Assessment:</b> Comparing 2 local SMEs</li> <li>• <b>LAB:</b> Explore how market research helps enterprises to meet customer needs and understand competitor behaviour</li> </ul> | <ul style="list-style-type: none"> <li>• <b>Component 1: Exploring Enterprises - LAB &amp; LAC</b></li> <li>• <b>Assessment:</b> Comparing 2 local SMEs ctd</li> <li>• <b>LAC:</b> Investigate the factors that contribute to the success of an enterprise</li> </ul> | <ul style="list-style-type: none"> <li>• <b>Component 3: Promotion and Finance for Enterprise</b></li> <li>• <b>LAA:</b> Promotional Mix: methods &amp; message, sales promotion, personal selling, public relations, direct marketing,</li> </ul> | <ul style="list-style-type: none"> <li>• <b>Component 3: Promotion and Finance for Enterprise</b></li> <li>• <b>LAB:</b> Financial records, methods of payment, sources of revenues &amp; costs, financial terminology: turnover, profit, assets, liabilities. Statement of comprehensive</li> </ul> |

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|                               | pressure influencing enterprises, range of goods & services, entrepreneurs, mindset of entrepreneurs, market research - customer needs, primary, secondary, understanding competitors - price, quality, availability & unique features,   | <ul style="list-style-type: none"> <li>● <b>Component 1: Exploring Enterprises - LAA</b><br/><b>Assessment:</b> Comparing 2 local SMEs</li> <li>● <b>LAA:</b> Examine the characteristics of enterprises</li> </ul>   |  |   | types of market, Market Segmentation: demographic, geographic, psychographic, behavioural. Factors influencing choice of promotion, | income, statement of financial position, profitability & liquidity, profitability ratios, liquidity ratios, |
| <b>Year 11</b>                | <b>Term 1</b>   | <b>Term 2</b>   | <b>Term 3</b>  | <b>Term 4</b>   | <b>Term 5</b>   | <b>Term 6</b>   |
| <i>Students learn how to:</i> | <ul style="list-style-type: none"> <li>● <b>Component 3: Promotion and Finance for Enterprise</b></li> <li>● <b>LAA:</b> Promotional Mix: methods &amp; message, sales promotion, personal selling, public relations, direct marketing, types of market, Market Segmentation: demographic,</li> </ul> | <ul style="list-style-type: none"> <li>● <b>Component 3: Promotion and Finance for Enterprise</b></li> <li>● profitability &amp; liquidity, profitability ratios, liquidity ratios,</li> <li>● <b>Component 2: Planning &amp; Pitching an Enterprise Activity:</b></li> <li>● Generating ideas</li> </ul> | <b>Component 3 Finance Exam: 1st Feb 2021</b> <ul style="list-style-type: none"> <li>● <b>Component 2: Planning &amp; Pitching an Enterprise Activity:</b></li> <li>● <b>LAA:</b> Planning for a micro enterprise activity, goods &amp; services, identifying target market, methods of communicating with customers,</li> </ul> | <ul style="list-style-type: none"> <li>● <b>Component 2: Planning &amp; Pitching an Enterprise Activity ctd</b></li> <li>● <b>LAB:</b> micro enterprise pitch, contents of pitch, presentation skills - delivering professional pitch, needs of audience, using visual aids,</li> </ul> | <b>Revision for Component 3 Finance resit</b>   |   |

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|--|--|---|---|--|--|--|
|  | <p>geographic, psychographic, behavioural. Factors influencing choice of promotion,</p> <ul style="list-style-type: none"> <li>● <b>LAB:</b> Financial records, methods of payment, sources of revenues &amp; costs, financial terminology: turnover, profit, assets, liabilities. Statement of comprehensive income, statement of financial position</li> </ul> | <p>for micro enterprise, selecting an idea, doing a skills audit,</p> | <p>resources required, risk assessment, pitching for micro enterprise activity</p> <ul style="list-style-type: none"> <li>● <b>LAB:</b> micro enterprise pitch, contents of pitch, presentation skills - delivering professional pitch, needs of audience, using visual aids, Communication skills, responding to questions</li> <li>● <b>LAC:</b> giving feedback, receiving feedback, evaluation</li> </ul> | <p>Communication skills, responding to questions</p> <ul style="list-style-type: none"> <li>● <b>LAC:</b> giving feedback, receiving feedback, evaluation</li> </ul> |  |  |
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**EPCS6:**

**Pearson BTEC Extended Certificate in Business NQF**

| <b>Bus Studs<br/>Extended Certificate<br/>NQF BTEC</b> | Term 1   | Term 2  | Term 3   | Term 4   | Term 5   | Term 6   |
|--|--|---|--|--|--|--|
| Year 12  | <b>Unit 1 - Exploring Business</b>   | <b>Unit 1 - Exploring Business</b>  | <b>Unit 2 - Developing Marketing campaign</b>  | <b>Unit 1 - Innovation</b>   | <b>Unit 2 - Marketing</b>  | <b>Unit 3 - Personal Finance</b>   |
| <i>Students learn how to:</i>                          | <p>Features of business, different types of ownerships, how success is measured, stakeholders, organisational structure</p> <p>Introduction to marketing- Market research and the 4 P's. to prepare for Unit 2</p> | <ul style="list-style-type: none"> <li>External factors which affect business - economic, social, technological, environmental, ethical</li> <li>Competitor &amp; situational analysis</li> <li>PEST, SWOT. 5'Cs analysis, Porter's 5 forces</li> <li>Elasticity of demand</li> </ul> | <ul style="list-style-type: none"> <li>Principles of branding, brand personality, 7 x P, product life cycle, market research</li> <li>Developing campaign budget</li> <li>Evaluating marketing campaign</li> <li>Writing a marketing campaign</li> </ul> | <p>How important is innovation to today's enterprise &amp; business-</p> <p>Exam practice for Unit 2 - Developing a Marketing Campaign</p>       | <p>Preparation for marketing exam<br/>Preparing a marketing campaign<br/><b>Exam</b></p> | <p>Role of money</p> <ul style="list-style-type: none"> <li>Dif payment methods</li> <li>Current accounts</li> <li>Types of borrowing</li> <li>Insurance</li> <li>Features of financial institutions</li> <li>Communicating with customers</li> <li>Consumer protection</li> </ul> |
| Year 13  | <b>Unit 3 - Personal Business Finance</b>  | <b>Unit 3 - Personal Business Finance</b>   | <b>Unit 8 - Recruitment &amp; selection process</b>  | <b>Unit 8 - Recruitment &amp; selection process</b>  | <b>Resitting any units needed<br/>Finishing Unit 8</b>                                   |  |
| <i>Students learn how to:</i>                          | <p>Sources of finance</p> <ul style="list-style-type: none"> <li>Cashflow</li> <li>Break even</li> <li>Depreciation</li> <li>Statement of comprehensive income</li> </ul>  | <p>Finance - revision of personal and business finance and completion of exam papers for Unit 3 and exam type questions.</p>  | <p>Prepare for Exam units 2 and 3 at the start of January.<br/>Start unit 8<br/>1st Assignment - explain how large business recruits &amp;</p>   | <ul style="list-style-type: none"> <li>2nd Assignment - undertake recruitment activity with appropriate documentation for recruitment</li> </ul> |  |  |

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|  | <ul style="list-style-type: none"> <li>● Adjustments &amp; interpretation</li> <li>● Statements of financial position</li> <li>● Measuring profitability ratios</li> </ul> <p>Exam practice for Unit 2 Developing a marketing Campaign</p> | Exam practice for Unit 2 Developing a marketing Campaign | selects, analysing dif recruitment methods, employment law, | <p>activities,</p> <ul style="list-style-type: none"> <li>● Participate in selection interviews as interviewer and interviewee and evaluate process</li> <li>● Skills development plan</li> </ul> |  |  |
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