BIECTECHAWARD ENTERPRISE

Component 1: Internally assessed coursework (30%) January - April Year 10 Component 2: Internally assessed coursework (30%) September – December Year 11 Component 3: Externally assessed 2 hour exam (40%) May / June Year 11

> Revision Recap & revision of all

Assessment content from C1-C5 Assessment

3 C4 Break-even point &

Analysis

Calculate Break-even

Calculate break-even point

understand key terms of a

Break-even chart



Post 16 options

Carmel College: A Level & BTEC Business

St Helens College: BTEC National Extended Diploma in Business

Winstanley College: BTEC National Extended Diploma in Business & A Level Business Cronton College: BTEC National Extended Diploma in Business & A Level Business Apprenticeships: Business Administration, HR, Sales Administration, Accountancy

> Further Education University degrees all over the country studying courses such as Business Management, Finance, Accountancy, HR Management.

Business Careers

A range of careers in businesses in all industries or running your own business

Component 2 PSA Component 2 PSA Write up Window

3 C1 Budgeting

How budgeting is used in enterprises

Expenditure & revenue budgets,

production budgets & budgetary

overheads, cash, labour, purchasing,

Hand in December
Students complete the PSA as released by Pearson in September. Students will be a separate research the PSA. Write up use their prior learning from theory content to research the PSA. Write up

C1 Review of Review own skills

sessions conclude with the hand in of the PSA in December.

written, verbal & presentation skills when delivering oresentation

B2 Delivery

presentation Present Information

Delivery of presentation that is

recorded **B1** Production of presentation Create Presentation

Use of terminology, data, consistent style

Write up Window

Students complete the PSA as released by Pearson in January Students will use their prior learning from theory content to research the PSA. Write up sessions conclude with the hand in o the PSA in April.

Component 1 PSA

A2 Plan for a micro-enterprise

Accurate business plan

Ownership, Aims, goods/service, pricing, promotion, target

market, resources needed, financials, risk assessment

Hand in April

Complete & interpret cash flow

Understand cash flow & cash flow

forecasts & the difference between

actual cash flow & cash flow forecasts

forecasts. Purpose of cash flow

Assessment

3 B5 Profitability & Liquidity Explore how they impact stakeholders

3 Learning Aim B

Revision Recap & revision of all

Assessment

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Aim A Recap &

all content

Assessment

3 C5 Sources of finance

used

Internal sources of finance [savings,

retained profit, sale of assets] and

overdrafts, trade credit, government

External sources of finance [bank

loans, hire purchase, leasing,

Different sources of finance & when

ntent from B1-B5

Cash. Profit, liquidity, Gross & Net Profit margin, liquidity ratios

3 B1 Financial Documents Purpose & format of

financial documents Complete & interpret a Delivery Note & understand the need for accuracy

3 B1 Financial **Documents**

Purpose & format of financial documents Complete & interpret a Purchase Order & understand the need

3 A4 Trust, Reputation & Loyalty

Importance of brand loyalty Brand image. importance of reputation & public opinion. Ethically minded, aood customer community events

Enterprise.

The BTEC **Enterprise** course will build on the areas covered in KS3 through vour lessons in Computing &

3 B4 Financial Statements Complete & interpret financial statements

Component 2 - Planning & Pitching an Enterprise

Activity

Internally assessed component of work where students plan, make a

pitch & review their plan & pitch for a micro-enterprise choice of their

Profit & Loss account, Balance Sheet & how these effect key

stakeholders 3 B1 Financial Documents

documents Complete & interpret a Goods Received Note & understand the need for accuracy

Purpose & format of financial

3 R1 Financial Documents Purpose & format of financial

documents Complete & interpret a Invoice & understand the need for accuracy

BTEC Exam [May]

3 C3Suggesting improvements to cash flow

Effects of positive & negative cash flow

owed, cutting costs, delaying payments, reducing

Cash flow problems & the solutions to cash flow

problems. Increase revenue, chasing money

credit terms, paying off debt

documents

3 B1 Financial Documents Purpose & format of financial

Complete & interpret a Credit Note & understand the need for accuracy

3 B3 Revenue & Costs Explore sources of revenue & costs Revenue / turnover, start-up costs & running costs incurred

A1 Choosing ideas for micro-

Ideas for likely success

pricing, promotion, customers,

Own skills, constraints,

gap in the market

financial forecast, costs &

3 B1 Financial Documents Purpose & format of financial documents

Complete & interpret a Statement of Account & understand the need for 3 B2 Payment Methods

Why enterprises use some/all payment methods Cash, credit cards, debit cards, direct debit, payment technologies

3 R1 Financial Documents

documents Complete & interpret a Remittance Advice Slips& understand the need for

Purpose & format of financial Purpose & format of financial

Complete & interpret a Receipt accuracy

C1 SWOT Analysis

Impact of

SWOT of an

enterprise

Weaknesses

Opportunitie

s & Threats

enterprise

Strengths,

A4 skills & characteristics of entrepreneurs Impact of

characteristic Passion, focus, motivation, risk taking, creativity, vision, flexibility interpersonal, communication

B1 Market Research Methods Market Research Methods

Primary & secondary market research methods investigated

A4 Skills & characteristics of entrepreneurs Impact of skills Knowledge, technical,

as financial planning & forecasting.

B2 Understanding Customer Needs Importance of information gained

Understanding the market, producing products for customers, adapting products for customers needs

A4 skills & characteristics of entrepreneurs Reasons why entrepreneur

Component 3 – Promotion & Finance for Enterprise

Externally assessed component of work which will be examined in May / June of Year 11. Topic areas covered include how marketing is used & how enterprises

start Own boss, hobby, flexibility **B3 Understanding Competitor** Behaviour

Understand the market Identify competitors & anticipate competitors & their behaviou

Activities

Developing goods & services to meet the

customers, managing business resources

hehavioural)

needs of the market, attracting new

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A3 Aims & Activities Aims Profit, survival, break-even, nding sales, ethical,

satisfy customers,

B4 Suitability of market research Finding out additional information from

Recommendations on changes to make Political, Economic, Social & Technological

analysis

Sectors

C1 PEST Analysis

A2 Markets, sectors, models & industries A2 Markets. sectors, models

Models Bricks & clicks, e-commerce & industries

Goods & ervices

3 A3 Factors influencing marketing

Factors influencing choice Speed, cost, competitor activity, appropriateness to brand image

3 A1 Targeting & Segmenting the market How & why enterprises target markets. Target markets, market segmentation target markets. The creation & analysis of financial documents, statements as well (demographic, geographic, psychographic,

3 A2 Marketing Mix Explore the 4Ps

Product [Portfolio, life cycle, USP], Price [strategies], Place [digital & physical distribution], Promotion [PR, advertising, online, social media, personal sellinal



Component 1 - Exploring Enterprises

Internally assessed component of work which covers characteristics of enterprises, market research, customers & competitors behaviour and factors which contribute to the success of an enterprise. Coursework write up completed between January & April.

A1 Size & features of SMEs Size of SMEs Micro, small & medium SMEs investigated

A1 Size & features of SMEs Types of profit-making Sole trader, partnerships LLP, Ltd, social enterprise

A1 Size & features of SMEs Features of SMEs Location of enterprise (physical / online), sectors of enterprise, who runs the enterprise

A2 Markets, sectors, models Business to Customer (B2C)

Markets Business to Business (B2B) &

