

GCSE CURRICULUM and ASSESSMENT OVERVIEW

SUBJECT: BTEC Tech Award in Enterprise

Responsibility: Oliver Johnston

	Term1	Term 2	Term 3	Term 4	Term 5	Term 6
Year 9	Enterprise and Entrepreneurs	Business Objectives	Marketing and People	Business Finance	Component 1: Exploring Enterprises A Examine the characteristics of enterprises B Explore how market research helps enterprises to meet customer needs and understand competitor behaviour C Investigate the factors that contribute to the success of an enterprise.	Component 1: Exploring Enterprises A Examine the characteristics of enterprises B Explore how market research helps enterprises to meet customer needs and understand competitor behaviour C Investigate the factors that contribute to the success of an enterprise.
Literacy numeracy	Enterprise, Entrepreneurs, Market Mapping, Franchising, Risk, Innovation, Invention	Sole Traders, Partnership, Liability, Objectives, Cash Flow, Sources of finance	Marketing Mix, 4P's, Promotion, Place, Product, Price, Motivation, Job Description, Person Specification	Cash flow forecasting, breakeven point, profit margins, improving profit	Sole Traders, Partnership, Liability, Objectives, Cash Flow, Sources of finance, Primary research, secondary research, competitors, external factors	Sole Traders, Partnership, Liability, Objectives, Cash Flow, Sources of finance, Primary research, secondary research, competitors, external factors
Assessments	End of topic test	End of topic test	End of topic test	End of topic test	Coursework Completion	Coursework Completion
Year 10	Component 1: Exploring Enterprises A Examine the characteristics of enterprises B Explore how market research helps enterprises to meet customer needs and understand competitor behaviour C Investigate the factors that contribute to the success of an enterprise.	Component 1: Exploring Enterprises A Examine the characteristics of enterprises B Explore how market research helps enterprises to meet customer needs and understand competitor behaviour C Investigate the factors that contribute to the success of an enterprise.	Component 2: Planning for and pitching an Enterprise Activity A Explore ideas and plan for a micro-enterprise activity B Pitch a micro-enterprise activity C Review own pitch for a micro-enterprise activity.	Component 2: Planning for and pitching an Enterprise Activity A Explore ideas and plan for a micro-enterprise activity B Pitch a micro-enterprise activity C Review own pitch for a micro-enterprise activity.	Component 2: Planning for and pitching an Enterprise Activity A Explore ideas and plan for a micro-enterprise activity B Pitch a micro-enterprise activity C Review own pitch for a micro-enterprise activity.	Component 3: Promotion for Finance and Enterprise 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
Literacy numeracy	Sole Traders, Partnership, Liability, Objectives, Cash Flow, Sources of finance, Primary research, secondary research, competitors, external factors	Sole Traders, Partnership, Liability, Objectives, Cash Flow, Sources of finance, Primary research, secondary research, competitors, external factors	Micro Enterprise, resources, sources of finance, evaluation, business model, pitching,	Micro Enterprise, resources, sources of finance, evaluation, business model, pitching,	Micro Enterprise, resources, sources of finance, evaluation, business model, pitching,	Cash flow forecasting, breakeven point, profit margins, improving profit
Assessment	Coursework Completion	Coursework Completion	Coursework Completion	Coursework Completion	Coursework Completion	End of topic Test
Year 11	Component 3: Promotion for Finance and Enterprise AO1 Demonstrate knowledge	Component 3: Promotion for Finance and Enterprise AO1 Demonstrate knowledge	Component 3: Promotion for Finance and Enterprise AO1 Demonstrate knowledge	Completion of Component 2 Coursework and revision for any retakes of Component 3	Completion of Component 2 Coursework and revision for any retakes of Component 3	

	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	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	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			
Literacy	Cash flow forecasting, breakeven point, profit margins, improving profit	Cash flow forecasting, breakeven point, profit margins, improving profit	Cash flow forecasting, breakeven point, profit margins, improving profit			
Assessment	End of term – Mock exam		External Exam - February			