

**SKILLS TAUGHT IN BTEC ENTERPRISE**

Through coursework assessments students will learn how to do effective market research, SWOT and PEST analysis. Prepare business plans and deliver presentations. Think about target markets, forecasts and cash flow.

Internal and External Factors  
Students investigate business enterprise.

- Why business are successful looking at internal and external factors.
- Students investigate customers' needs and market research and why business are successful.

Students will prepare the Complete the PSA controlled assessment for Component 2.

Students will individually present their business plan for their idea and review the production and delivery of their presentation to make recommendations for improvements.

Students will use this time to practice exam techniques to prepare for the final examination in the Summer term.

Final Exam

Y10



Autumn Term

Spring Term



Summer Term



Introduction of BTEC Component 1: Exploring Enterprises

- Identifying local businesses and examining their characteristics.
- Market Research
- Students learn about competitors' behaviour, gaining an understanding into the importance of market research.

Students will generate two realistic ideas for a microenterprise and choose one of these to plan within budget.

Students preparing for a business pitch that summarises their business plan they have prepared earlier in the term.

Y11

Autumn Term

*\*Current Year 11 2025/26  
Year 11 completed component 2 in year 10. They are working on component 1 in the autumn term.*



Spring Term

Summer Term

Students' complete component 3. They will explore the different promotional methods used by enterprises and the factors that influence how enterprises identify and target their market. Students will explore financial documents and how to use them.

Students monitor and improve the performance of an enterprise in order to make decisions and recommend strategies for success.

KS5

Studying BTEC Enterprise can lead you to a wide variety of courses at KS5. A Level or BTEC Business/Enterprise Accountancy, A Level Law, A Level Maths, A Level Economics

**Skills Development:**

- Communication
- Teamwork
- Research and analysis
- Learn independently
- Presentation Techniques
- Organisation and working to deadlines
- Problem solving and decision making
- Time management

