

| Year 10 | Autumn Term 1 | Autumn Term 2 | Spring Term 1 | Spring Term 2 | Summer Term 1 | Summer Term 2 |
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| Topics Studied for Edexcel BTEC Enterprise | Introduction of BTEC Component 1: Exploring Enterprises Students investigate business enterprise and the world of business, identifying local businesses and examining their characteristics | Market Research Students explore the importance of customers and why businesses need to anticipate customers' needs in order to become/remain successful. Students learn about competitors' behaviour, gaining an understanding into the importance of market research | Internal and External Factors Students investigate the factors that contribute to the success of an enterprise. Students investigate why business are successful looking at internal and external factors | Internal and External Factors Students investigate business enterprise and the world of business enterprise. Students investigate customers' needs and market research and why business are successful looking at internal and external factors | Students will generate two realistic ideas for a micro-enterprise and choose one of these to plan within budget. They 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 generate two realistic ideas for a micro-enterprise and choose one of these to plan within budget. They will individually present their business plan for their idea and review the production and delivery of their presentation to make recommendations for improvements. |
| Skills and Key Knowledge Taught | -Types of enterprise -Characteristics of business -Purpose of an enterprise | -Identifying and anticipating customers' needs -Using market research to understand the customers' needs | -SWOT analysis -PEST analysis | -SWOT analysis -PEST analysis PSA Component 1 Task 1 Task 2 Task 3 | Students will investigate how to prepare a business plan which considers their potential ideas, Students will carry out both primary and secondary research to investigate both potential ideas | Students will investigate how to prepare a business plan which considers their: Type of ownership, Aims Product to be sold Pricing and methods of promotion Target market |
| Links for Support/ Help at Home | Use of student resources located within WHS SharePoint for students Use of online platforms such as Youtube for podcasts and revision of key content Use of additional homework booklets, therapy work packs and/or additional resources from the class teacher via Synergy Wider reading: revision guides or further research on selected areas and business content Wider reading: blogs and online articles/further reading on topics and studies outlined Teacher discussions following assessments and/or reports Encourage the participation in enrichment and revision workshops Develop own projects and business plans using learning from lessons | | | | | |

| Year 11 | Autumn Term 1 | Autumn Term 2 | Spring Term 1 | Spring Term 2 | Summer Term 1 | Summer Term 2 |
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| Topics Studied for Edexcel BTEC Enterprise | Students will prepare the Complete the PSA controlled assessment for Component 2 Preparing a business plan for their chosen idea PSA Component 2 Task 1 Task 2 Task 3 | Students preparing for a business pitch that summarises their business plan they have prepared in term 1 | Students 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 will explore financial documents and how to use them to monitor and improve the performance of an enterprise in order to make decisions and recommend strategies for success | Students will use this time to practise exam technique to prepare for the final examination in the Summer term | End point |
| Skills and Key Knowledge Taught | Students will prepare a business plan which considers their skills Market research Aims Product to be sold Target market Communication methods Resources (physical and financial) Risk assessment resources required, break even, cash flow, profit and loss, risk assessment and viability of the plan | Students prepare and deliver a business pitch which considers their skills Knowledge and understanding of their business Communication skills Presentation skills Persuasive skills Ability to meet deadlines Students will use feedback to review their plans and pitch for the micro-enterprise activity, reflecting on their plan, pitch and the skills they demonstrated when pitching | Students will consider the different elements of the promotional mix in order to be able to identify target markets and put forward strategies that enterprises can use to increase their success in the future. | Students will assess and analyse financial information in an enterprise context to monitor the performance of an enterprise and strategies to improve its performance. They will investigate cash flow forecasts, break even and financial statements, exploring the effects that positive and negative cash flow can have on an enterprise | Exam technique Revisit terminology & Formulas | |
| Links for Support/ | Use of student resources located within WHS SharePoint for students Use of online platforms such as Youtube for podcasts and revision of key content Use of additional homework booklets, therapy work packs and/or additional resources from the class teacher via Synergy | | | | | |

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| Help at Home | <p>Wider reading: revision guides or further research on selected areas and business content</p> <p>Wider reading: blogs and online articles/further reading on topics and studies outlined</p> <p>Teacher discussions following assessments and/or reports</p> <p>Encourage the participation in enrichment and revision workshops</p> <p>Develop own projects and business plans using learning from lessons</p> |
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