

Year 10	Autumn Term 1	Autumn Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
<b>Topics Studied for Edexcel BTEC Enterprise</b>	<b>Introduction of BTEC Component 1: Exploring Enterprises</b> Students investigate business enterprise and the world of business, identifying local businesses and examining their characteristics	<b>Market Research</b> 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	<b>Internal and External Factors</b> Students investigate the factors that contribute to the success of an enterprise. Students investigate why business are successful looking at internal and external factors	<b>Internal and External Factors</b> 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.
<b>Skills and Key Knowledge Taught</b>	-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, ownership, Aims Product to be sold Pricing and methods of promotion	Students will investigate how to prepare a business plan which considers their Target market, resources required, break even, cash flow, profit and loss, risk assessment and viability of the plan
<b>Links for Support/ Help at Home</b>	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
<b>Topics Studied for Edexcel BTEC Enterprise</b>	Students will individually select an idea for a micro-enterprise activity to plan and pitch. They will individually pitch their business plan for their idea to an audience and then use the feedback to review their plan and pitch.	Students will individually select an idea for a micro-enterprise activity to plan and pitch. They will individually pitch their business plan for their idea to an audience and then use the feedback to review their plan and pitch.	Students will prepare a presentation and they will individually pitch their business plan for their idea to an audience Students will use their feedback to review & evaluate their plan and performance	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	<b>End point</b>
<b>Skills and Key Knowledge Taught</b>	Students will prepare a business plan which considers their skills Aims Product to be sold Target market Communication methods Resources (physical and financial) Risk assessment	Students will prepare a business plan which considers their skills Aims Product to be sold Target market Communication methods Resources (physical and financial) Risk assessment	Students will create and deliver a pitch for their idea to an audience  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	
<b>Links for Support/ Help at Home</b>	<p>Use of student resources located within WHS SharePoint for students</p> <p>Use of online platforms such as Youtube for podcasts and revision of key content</p> <p>Use of additional homework booklets, therapy work packs and/or additional resources from the class teacher via Synergy</p> <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>					