

# Holly Lodge Curriculum: Enterprise BTEC Tech Award (Pearson)

Exam Board: Pearson

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
<b>Year 9</b>	Induction/Exploring Enterprises	Exploring Enterprises	Planning and Presenting an Enterprise Idea	Planning and Presenting an Enterprise Idea	Exploring Enterprises	
<b>Year 10</b>	<p>Exploring Enterprises: Component 1</p> <ul style="list-style-type: none"> <li>- Size and features of SME's</li> <li>- Markets, Sectors, Models and Industries</li> <li>- Aims and activities of entrepreneurs</li> <li>- Skills and characteristics of entrepreneurs</li> <li>- Market Research methods and suitability</li> </ul>	<p>Exploring Enterprises: Component 1</p> <ul style="list-style-type: none"> <li>- Understanding customer needs</li> <li>- Understanding competitor behaviour</li> <li>- PEST (Political, Economic, Social, Technological) analysis</li> <li>- SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis</li> </ul>	<p>Exploring Enterprises: Component 1</p> <ul style="list-style-type: none"> <li>- Completion of PSA 1: Task 1a – The impact of the activities carried out by a selected enterprise to its success</li> <li>- Completion of PSA: Task 1b – The impact of the skills and characteristics of an entrepreneur associated with a selected enterprise to its success</li> </ul>	<p>Exploring Enterprises: Component 1</p> <ul style="list-style-type: none"> <li>- Completion of PSA 1: Task 2 – Market research methods</li> <li>- Completion of PSA 1: Task 3a – PEST analysis</li> </ul>	<p>Exploring Enterprises: Component 1 &amp; Planning and Presenting a Micro-Enterprise Idea: Component 2</p> <ul style="list-style-type: none"> <li>- Completion of PSA 1: Task 3b – SWOT analysis</li> <li>- Choose an idea and produce a plan for a micro-enterprise idea</li> </ul>	<p>Planning and Presenting a Micro-Enterprise Idea: Component 2</p> <ul style="list-style-type: none"> <li>- Present a plan for a micro-enterprise idea to meet specific requirements</li> <li>- Review the presentation of a micro-enterprise idea to meet specific requirements</li> </ul>
<b>Year 11</b>	Planning and Presenting a Micro-Enterprise Idea:	Planning and Presenting a Micro-Enterprise Idea:	Marketing and Finance for	Marketing and Finance for	Marketing and Finance for	

	<b>Autumn 1</b>	<b>Autumn 2</b>	<b>Spring 1</b>	<b>Spring 2</b>	<b>Summer 1</b>	<b>Summer 2</b>
	Component 2 - Completion of PSA 2: Task 1a – Choosing an idea - Completion of PSA 2: Task 1b – Planning your chosen micro-enterprise idea	Component 2 - Completion of PSA 2: Task 2a – Presenting your business plan Completion of PSA 2: Task 2b – Reviewing the presentation	Enterprise: Component 3 - Targeting and segmenting the market - 4Ps of the marketing mix - Factors influencing the choice of marketing methods Trust, reputation and loyalty	Enterprise: Component 3 - Financial documents - Payment methods - Revenue and costs - Financial statements - Profitability and liquidity - Budgeting - Cash flow	Enterprise: Component 3 - Suggesting improvements to cash flow problems - Break-even point and break-even analysis Sources of business finance	

Ambition, Opportunity, Community