



# Y10 BTEC ENTERPRISE - CURRICULUM PLANNING SEQUENCE

Subject	Year	Term	Big Ideas	Topics	Subject Learning Checklist	
BTEC Enterprise	Year 10	Term 1 - 35hrs	I: Exploring Enterprises	A: Examine the characteristics of enterprises	A1 What is an enterprise?	Introduction to contrasting enterprises, how their provision fills a gap in the market and why they might succeed or fail
					A2 Types and characteristics of small and medium enterprises (SMEs)	Looking at a range of contrasting local enterprises to identify their characteristics: <ul style="list-style-type: none"> <li>size</li> <li>location – physical, online or both.</li> </ul> Looking at a range of contrasting local enterprises to identify their characteristics: <ul style="list-style-type: none"> <li>type of ownership, and the people who run them</li> <li>the number of people employed.</li> </ul>
					A3 The purpose of enterprises	Looking at a range of contrasting local enterprises to identify their purpose and their: <ul style="list-style-type: none"> <li>aim(s)</li> <li>objectives.</li> </ul> Looking at a range of contrasting local enterprises to identify their purpose and the range of products and services provided by each one.           Looking at the approaches to wider ethical responsibilities by a range of local social pressures <ul style="list-style-type: none"> <li>political pressures.</li> </ul>
					A4 Entrepreneurs	Looking at a range of local entrepreneurs: <ul style="list-style-type: none"> <li>reasons for starting own enterprise</li> <li>mind set</li> <li>skills for success.</li> </ul>
					A2 Types and characteristics of small and medium enterprises (SMEs) A4 Entrepreneurs	Looking at a range of enterprises to see how both: <ul style="list-style-type: none"> <li>the characteristics of an enterprise</li> <li>the characteristics of an entrepreneur</li> </ul> contribute to its success or failure.
					B1 Customer needs	The importance of anticipating and identifying customer needs, and how local enterprises identify customer expectations regarding: <ul style="list-style-type: none"> <li>value</li> <li>rapid response to enquiries</li> <li>clear and honest information</li> <li>after-sales service.</li> </ul>
		Term 2 - 30 hrs	I: Exploring Enterprises	B: Explore how market research helps enterprises to meet customer needs and understand competitor behaviour	B1 Customer needs (Component 3 A2)	How the products and services of a range of enterprises can be linked to target <ul style="list-style-type: none"> <li>demographic</li> <li>geographic</li> <li>psychographic</li> <li>behavioural.</li> </ul>
					B2 Using market research to understand customers	How a range of enterprises conduct market research, using: <ul style="list-style-type: none"> <li>primary research and its uses</li> <li>methods of collection.</li> </ul> How a range of enterprises conduct market research: <ul style="list-style-type: none"> <li>secondary research and its uses</li> <li>methods of collection</li> </ul>
					B2 Using market research to understand customers B3 Understanding competitors	How a range of enterprises use the qualitative and quantitative data gathered to ensure they meet customer needs How a range of enterprises use the qualitative and quantitative data gathered to make products competitive: <ul style="list-style-type: none"> <li>price</li> <li>quality</li> <li>availability</li> <li>unique features and selling points (USP).</li> <li>identifying competitors.</li> </ul>
					C1 Internal factors C3 Situational analysis C4 Measuring the success of an SME (Component 3 A3)	Analysing internal factors affecting a range of enterprises, their strengths and weaknesses (SWOT analysis), including: <ul style="list-style-type: none"> <li>understanding their markets (competition and customers)</li> <li>keeping customers satisfied</li> <li>planning and financing effectively, and coping with unforeseen costs</li> <li>marketing and promoting the enterprise</li> <li>unforeseen human resources costs.</li> </ul> How internal factors determine the success or failure of an enterprise.
					C2 External factors C3 Situational analysis	Analysing external factors affecting a range of enterprises, their opportunities and threats (SWOT analysis), including: <ul style="list-style-type: none"> <li>competitors (new or existing)</li> <li>consumer confidence in the economy</li> <li>changes in consumer legislation, sales and labelling of products, and the misuse of information.</li> </ul>
					C2 External factors C3 Situational analysis C4 Measuring the success of an SME	Analysing external factors affecting a range of enterprises using PEST analysis: <ul style="list-style-type: none"> <li>Political – governmental changes, new regulations, changes in taxation.</li> <li>Economic – growth/recession, level of employment.</li> </ul>

		<b>Term 3 - 30 hrs</b>	<b>3: Promotion and Finance for Enterprise</b>	<p style="text-align: center;"><b>C: Investigate the factors that determine the success or failure of an enterprise</b></p> <p><b>A: Promotion</b></p> <p><b>C: Financial planning and forecasting</b></p>	<ul style="list-style-type: none"> <li>· Social – changing consumer behaviour, social trends, taste.</li> <li>· Technological – automation, internet, rate of technological change.</li> </ul> <p>How external factors determine the success or failure of an enterprise.</p> <p>C4 Measuring the success of an SME</p> <p>How internal and external factors can help or prevent an enterprise from meeting its business aims and methods of measuring success relating to:</p> <ul style="list-style-type: none"> <li>· surviving</li> <li>· making a living</li> <li>· breaking even</li> <li>· making a profit</li> <li>· maintaining/increasing sales volume/value</li> <li>· maintaining/increasing market share</li> <li>· meeting customer needs</li> <li>· maintaining/increasing customer satisfaction/reputation.</li> </ul> <p>A1 Elements of the promotional mix and their purposes</p> <p>A2 Targeting and segmenting the market</p> <p>A3 Factors influencing the choice of promotional methods</p> <p>Different methods of promotion used by enterprises, their suitability for different sizes of enterprise, and the factors to consider when choosing the most appropriate, including:</p> <ul style="list-style-type: none"> <li>· types of market – business to business (B2B), business to consumer (B2C)</li> <li>· size of enterprise</li> <li>· budgetary constraints</li> <li>· appropriateness for the product or service</li> <li>· effect of promotional incentives on gross and net profit.</li> </ul> <p>Recap on target market and segmenting the market.</p> <p>C1 Using cash flow data</p> <p>C2 Financial forecasting</p> <p>Using cash flow data and financial forecasting, including:</p> <ul style="list-style-type: none"> <li>· liquid assets of the business and bank balance plus cash</li> <li>· inflows and outflows</li> <li>· positive and negative liquidity</li> <li>· difference between sales and purchases</li> <li>· cash flow statements</li> <li>· the difference between forecasts and statements.</li> </ul> <p>C3 Suggesting improvements to cash flow problems</p> <p>Analysis of cash flow information, including:</p> <ul style="list-style-type: none"> <li>· considering changes in inflows and outflows over a period and how this affects the enterprise</li> <li>· considering differences between predicted and actual cash flow</li> <li>· cash flow problems – not having enough cash to pay employees and suppliers</li> <li>· impact of timings of inflows and outflows</li> <li>· suggested solutions to problems.</li> </ul> <p>C4 Break-even analysis and break-even point</p> <p>Understanding break-even and break-even analysis, including:</p> <ul style="list-style-type: none"> <li>· the break-even point, and factors that may cause it to change</li> <li>· constructing and interpreting a break-even chart</li> <li>· margin of safety</li> <li>· limitations of break-even analysis.</li> </ul> <p>C5 Sources of business finance</p> <p>Why enterprises may plan different sources of finance for different purposes or at different stages, including:</p> <ul style="list-style-type: none"> <li>· different sources of finance</li> <li>· the relevance of each source</li> <li>· advantages and disadvantages of each source.</li> </ul>
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