

**BTEC Enterprise Year 11 - 2019 Spec**

Term 1	Component 2: Planning and Pitching a Micro-Enterprise Idea	A1 Choosing Ideas For Micro Enterprise	<ul style="list-style-type: none"> <li>Generation of Ideas for Micro Enterprise</li> <li>Skills Audit</li> <li>Resources</li> <li>Potential Constraints</li> <li>Financial Forecasts</li> <li>Costs and Pricing</li> <li>Communication and Promotion</li> <li>Potential Customers</li> <li>Gaps in the Market</li> </ul>
		A2 Plan for a Micro Enterprise	<ul style="list-style-type: none"> <li>Ownership</li> <li>Aims of Enterprises</li> <li>Features of the product</li> <li>Pricing</li> <li>Methods of Promotion</li> <li>Identifying the Target Market</li> <li>Resources Required</li> <li>Financial Information</li> <li>Risk Assessment</li> </ul>
Term 2		B1 Pitching a micro-enterprise Activity	<ul style="list-style-type: none"> <li>Pitching: presenting key elements of a business plan logically</li> <li>Presentation Skills</li> <li>Professional Behaviour</li> <li>Needs and Interest of the Audience</li> <li>Visual Aids</li> <li>Communication Skills</li> <li>Rehearsing - Presenting a Business Pitch</li> <li>Presenting a Business Pitch for feedback</li> <li>Presenting a Business Pitch</li> </ul>
		C1 Review of the pitch	<ul style="list-style-type: none"> <li>Receive feedback from the audience</li> <li>Recommend Improvements</li> <li>Review the pitch</li> </ul>
Term 3	Revision for retake of Component 3		