



Y10 BTEC ENTERPRISE - CURRICULUM PLANNING SEQUENCE

Subject	Year	Term	Big Ideas	Topics	Subject Learning Checklist	
		Term 1 - 35hrs	: 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"> · size · location – physical, online or both. Looking at a range of contrasting local enterprises to identify their characteristics: <ul style="list-style-type: none"> · type of ownership, and the people who run them · the number of people employed.
					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"> · aim(s) · objectives. 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 <ul style="list-style-type: none"> · social pressures · political pressures.
					A4 Entrepreneurs	Looking at a range of local entrepreneurs: <ul style="list-style-type: none"> · reasons for starting own enterprise · mind set · skills for success.
					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"> · the characteristics of an enterprise · the characteristics of an entrepreneur contribute to its success or failure.

C Enterprise

Year 10

		<p>B: Explore how market research helps enterprises to meet customer needs and understand competitor behaviour</p>	<p>B1 Customer needs</p> <p>The importance of anticipating and identifying customer needs, and how local enterprises identify customer expectations regarding:</p> <ul style="list-style-type: none"> · value · rapid response to enquiries · clear and honest information · after-sales service. <p>B1 Customer needs (Component 3 A2)</p> <p>How the products and services of a range of enterprises can be linked to target</p> <ul style="list-style-type: none"> · demographic · geographic · psychographic · behavioural. <p>B2 Using market research to understand customers</p> <p>How a range of enterprises conduct market research, using:</p> <ul style="list-style-type: none"> · primary research and its uses · methods of collection. <p>How a range of enterprises conduct market research:</p> <ul style="list-style-type: none"> · secondary research and its uses · methods of collection.
		<p>B: Explore how market research helps enterprises to meet customer needs and understand competitor behaviour</p>	<p>B2 Using market research to understand customers</p> <p>B3 Understanding competitors</p> <p>How a range of enterprises use the qualitative and quantitative data gathered to ensure they meet customer needs.</p> <p>How a range of enterprises use the qualitative and quantitative data gathered to make products competitive:</p> <ul style="list-style-type: none"> · price · quality · availability · unique features and selling points (USP). · identifying competitors.
<p>Success of an enterprise</p>		<p>C1 Internal factors</p> <p>C3 Situational analysis</p> <p>C4 Measuring the success of an SME (Component 3 A3)</p>	<p>Analysing internal factors affecting a range of enterprises, their strengths and weaknesses (SWOT analysis), including:</p> <ul style="list-style-type: none"> · understanding their markets (competition and customers) · keeping customers satisfied · planning and financing effectively, and coping with unforeseen costs · marketing and promoting the enterprise · unforeseen human resources costs. <p>How internal factors determine the success or failure of an enterprise.</p>

Term 2 - 30 hr

Enterprise	I: Exploring Enterprise	C: Investigate the factors that contribute to the 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"> · competitors (new or existing) · consumer confidence in the economy · changes in consumer legislation, sales and labelling of products, and the misuse of information.
			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"> · Political – governmental changes, new regulations, changes in taxation. · Economic – growth/recession, level of employment. · Social – changing consumer behaviour, social trends, taste. · Technological – automation, internet, rate of technological change. How external factors determine the success or failure of an enterprise.
			C4 Measuring the success of an SME	How internal and external factors can help or prevent an enterprise from meeting its business aims and methods of measuring success relating to: <ul style="list-style-type: none"> · surviving · making a living · breaking even · making a profit · maintaining/increasing sales volume/value · maintaining/increasing market share · meeting customer needs · maintaining/increasing customer satisfaction/reputation.
			A1 Elements of the promotional mix and their purposes A2 Targeting and segmenting the market	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: <ul style="list-style-type: none"> · types of market – business to business (B2B), business to consumer (B2C)
Enterprise	A: Promotion	A: Promotion	A3 Factors influencing the choice of promotional methods	<ul style="list-style-type: none"> · size of enterprise · budgetary constraints · appropriateness for the product or service · effect of promotional incentives on gross and net profit. Recap on target market and segmenting the market.
			CI Using cash flow data	Using cash flow data and financial forecasting, including:

Term 3 - 30 hrs

3: Promotion and Finance for Enter

C: Financial planning and forecasting

C2 Financial forecasting	<ul style="list-style-type: none">· liquid assets of the business and bank balance plus cash· inflows and outflows· positive and negative liquidity· difference between sales and purchases· cash flow statements· the difference between forecasts and statements.
C3 Suggesting improvements to cash flow problems	<p>Analysis of cash flow information, including:</p> <ul style="list-style-type: none">· considering changes in inflows and outflows over a period and how this affects the enterprise· considering differences between predicted and actual cash flow· cash flow problems – not having enough cash to pay employees and suppliers · impact of timings of inflows and outflows· suggested solutions to problems.
C4 Break-even analysis and break-even point	<p>Understanding break-even and break-even analysis, including:</p> <ul style="list-style-type: none">· the break-even point, and factors that may cause it to change· constructing and interpreting a break-even chart· margin of safety· limitations of break-even analysis.
C5 Sources of business finance	<p>Why enterprises may plan different sources of finance for different purposes or at different stages, including:</p> <ul style="list-style-type: none">· different sources of finance· the relevance of each source· advantages and disadvantages of each source.