

BTEC Enterprise

Year 10

Component 1 Exploring Enterprises

(A1) Size and features of SMEs

(A2) Markets, sectors, models and industries in which enterprises operate

(A3) Aims and activities of enterprises

(B3) Understand competitor behaviour

(B4) Suitability of market research methods

(C1) PEST (Political, Economic, Social, Technological) analysis

(B2) Understanding customer needs

(B1) Market research methods

(A4) Skills and characteristics of entrepreneurs.

(C2) SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis

Summative assessment

Mock examinations

Component 2 Planning/ Presenting a Micro-Enterprise idea.

(A1) Choosing ideas for a micro-enterprise

(A2) Plan for a mic-enterprise

(B1) Production of presentation

(B2) Delivery of presentation

(C1) Review of presentation

Year 11

MORTIMER



BTEC Enterprise

Year 11

Component 2
Planning/
Presenting a
Micro-Enterprise
idea.

Component 3
Marketing and
Finance for
enterprise

(C1) Recap

Summative
assessment

(A4) Trust
reputation and
loyalty

(B) Financial
documents and
statements

(A3) Factors
influencing the
choice of marketing
methods

(A2) Explore the
4Ps of the
marketing mix.

(A1) Targeting
and segmenting
the market

(A) Marketing
activities

(B1) Financial
documents

(B2) Payment
methods

(B3) Revenue and
costs

(B5) Profitability
and liquidity

(C4) Break-even
point and
break-even
analysis

(C3) Suggesting
improvements
to cash flow
problems

(C2) Cash flow

(C1) Financial
planning and
forecasting -
budgeting

(C5) Sources of
business
finance

Component 3
recap and
retrieval

Final exam

Mortimer

