

Curriculum Long Term planning Overview	Key Stage 4	Subject Area BTEC Enterprise	Academic Year 2023-2024
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Year	Study Modules	Autumn Term 1	Autumn Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
Year 10	Study Modules	A: Examine the characteristics of enterprises A1 What is an enterprise? A2 Types and characteristics of small and medium enterprises (SMEs) A3 The purpose of enterprises A4 Entrepreneurs	B: Explore how market research helps enterprises to meet customer needs and understand competitor behaviour B1 Customer needs B2 Using market research to understand customers	B3 Understanding competitors C: Investigate the factors that contribute to the success of an enterprise C1 Internal factors C3 Situational analysis C4 Measuring the success of an SME	C2 External factors C3 Situational analysis C4 Measuring the success of an SME	2: Planning for and Pitching an Enterprise Activity A: Explore ideas, plan and pitch for a micro-enterprise activity A1 Generating ideas for a micro-enterprise activity B: Pitch a micro-enterprise activity	B2 Presenting a business pitch A: Explore ideas, plan and pitch for a micro-enterprise activity A1 Generating ideas for a micro-enterprise activity A2 Plan for a micro-enterprise activity
Builds Upon			The purpose of enterprises Entrepreneurs	Examine the characteristics of enterprises	Types and characteristics of small and medium		

					enterprises (SMEs)		
Assessment		PSA preparation	PSA preparation	PSA preparation	PSA preparation	PSA preparation	PSA preparation

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Year 11	3: Promotion and Finance for Enterprise	A: Promotion A1 Elements of the promotional mix and their purposes A2 Targeting and segmenting the market A3 Factors influencing the choice of promotional methods	B: Financial records B1 Financial documents B2 Payment methods B3 Sources of revenue and costs B4 Terminology in financial statements	B: Financial records B5 Statement of comprehensive income C: Financial planning and forecasting C1 Using cash flow data	C2 Financial forecasting C3 Suggesting improvements to cash flow problems C4 Break-even analysis and break-even point C5 Sources of business finance		
Builds Upon		Financial planning and forecasting	Financial planning and forecasting				
Assessment		Exam prep	Exam prep	Exam prep	Exam prep		

