



CURIOSITY

COMPASSION

COURAGE



Academic outline 2023-24

BTEC L1/2 Tech Award in Enterprise (2022 Specification)

	Term 1 Aug-Oct	Term 2 Nov-Dec	Term 3 Jan-Feb	Term 4 Mar-Apr	Term 5 Apr-May	Term 6 Jun-Jul
Year 10:	<p>Component 1 Exploring Enterprises Learning aims A1/A2/A3/A4 Starting a business Intro to aims Aims of an enterprise Financial and non-financial aims Skills and characteristics</p>	<p>Component 1 Exploring Enterprises Learning aims B1/B2/B3/B4 Purpose of research Market research Primary and secondary research Quantitative and qualitative research</p> <p>Component 1 Exploring Enterprises Learning Aims C1/C2 Tasks 1a Task 1b SWOT analysis PEST Analysis</p>	<p>Component 1 Exploring Enterprises PSA Task 2 Task 3a Task 3b Starting a business Intro to aims Aims of an enterprise Financial and non-financial aims Skills and characteristics Purpose of research Market research Primary and secondary research Quantitative and qualitative research</p>	<p>Component 1 Exploring Enterprises PSA Task 2 Task 3a Task 3b Including resubmission</p>	<p>Component 2 Planning and running an enterprise Learning aim A1/A2</p> <p>Component 3 <i>Marketing and Finance for Enterprises</i> Learning aim A1/A2 Generate business ideas Research for a new business Segmentation Market segmentation 2 Target market Marketing Mix (4Ps) Marketing mix (4Ps) 2 Business plan Business plan2</p>	<p>Component 2 Planning and running an enterprise Learning aim A2</p> <p>Component 3 <i>Marketing and Finance for Enterprises</i> Learning aim B3/B4/C2/C3 Revenues, costs and profit Cash flow forecasts Solve cash flow problems Break even</p>
Year 11:	<p>Component 2 Planning and running an enterprise Learning aim /B1/B2/C1 Component 2 Planning and running an enterprise PSA Tasks 1a Task 1b Generate business ideas Research for a new business Segmentation Market segmentation 2 Target market Marketing Mix (4Ps) Marketing mix (4Ps) 2 Business plan Business plan2</p>	<p>Component 2 Planning and running an enterprise PSA Task 2a Task 2b Task 3</p> <p>Component 3 <i>Marketing and Finance for Enterprises</i> Learning aims A1/A2/A3/A4 Revenues, costs and profit Cash flow forecasts Solve cash flow problems Break even</p>	<p>Component 3 <i>Marketing and Finance for Enterprises</i> Learning aims B1/B2/B3/B4 Segmentation Market segmentation 2 Target market Marketing Mix (4Ps) Marketing mix (4Ps) 2 Financial documents Financial documents 2</p>	<p>Component 3 <i>Marketing and Finance for Enterprises</i> Learning aims C1/C2/C3/C4/C5 Revenues, costs and profit Cash flow forecasts Solve cash flow problems Break even Sources of finance</p>	<p>Component 3 <i>Marketing and Finance for Enterprises</i> Revision Learning aims A/B/C Terminal examination Segmentation Market segmentation 2 Target market Marketing Mix (4Ps) Marketing mix (4Ps) 2 Financial documents Financial documents 2 Revenues, costs and profit Cash flow forecasts Solve cash flow problems Break even Sources of finance</p>	