


Department	Business	 HeathPark EVERY PUPIL ALWAYS IN FOCUS
Key Stage	KEY STAGE 4	
Course Level	BTEC Tech Award Level 1/2 in Enterprise	
Exam Board	PEARSON	

Dates Delivered	Unit Title	End Points	Substantive Knowledge What will they learn about in this topic?	Disciplinary Knowledge What subject concepts will be developed through this topic?	Assessment Method	Key Course Guides & Reading
Year 10 Autumn Term 2022	Component 1 Exploring Enterprises	Understand how and why enterprises and entrepreneurs are successful	Size and features of SMEs Sectors and business models in which enterprises operate Aims and activities of enterprises Skills and characteristics of entrepreneurs	Size of SMEs Types of profit-making enterprises Features of SMEs Different sectors and business models, Different industries in which enterprises operate Aims of enterprises Impact of activities in supporting the aims of enterprises Reasons why entrepreneurs start their own enterprise Impact of the skills and characteristics of the entrepreneur in helping to support the aims of the enterprise	Non-exam internal assessment set by Pearson, marked by the centre and moderated by Pearson. The Pearson-set Assignment will be completed in approximately 6 hours of monitored preparation and 5 hours of supervised assessment. 60 marks.	BBC bitesize guide Making goods or providing services - What is a business? - GCSE Business Revision - Other - BBC Bitesize Aims and objectives of different business types - Aims and objectives - GCSE Business Revision - Other - BBC Bitesize

		Understand customer needs and competitor behaviour through market research	<p>Market research methods</p> <p>Understanding customer needs</p> <p>Understanding competitor behaviour</p> <p>Suitability of market research methods</p>	<p>Benefits and drawbacks of a range of primary research methods used by enterprises</p> <p>Benefits and drawbacks of a range of secondary research methods used by enterprises</p> <p>The importance of the information that primary and secondary research methods can provide about customers</p> <p>Understanding the market:</p> <p>Suitability of market research methods that could help the enterprise in gaining further information</p>		<p>What is market research? - Market research - GCSE Business Revision - Other - BBC Bitesize</p>
		Understand how the outcomes of situational analyses may affect enterprises.	<p>PEST (Political, Economic, Social, Technological) analysis</p> <p>SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis</p>	<p>Recommendations for actions that enterprises could take based on research and analysis of PEST</p> <p>Impact of the strengths, weaknesses, opportunities and threats based on research, analysis and understanding of the enterprise.</p>		<p>Social costs and the environment - Business and the environment - GCSE Business Revision - Other - BBC Bitesize</p>

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Year 10 Spring & Summer Term 2023	Component 2: Planning and Presenting a Micro-Enterprise Idea	Choose an idea and produce a plan for a microenterprise idea	<p>Choosing ideas for a micro-enterprise</p> <p>Innovative ideas which are realistic and within budget and could include:</p> <p>Plan for a micro-enterprise</p>	<p>Generation of ideas and choosing or rejecting ideas</p> <p>Innovative ideas which are realistic and within budget and could include:</p> <p>Ownership of the micro-enterprise:</p> <p>Aims of the micro-enterprise:</p> <p>Features of the product (goods or services) to be sold,</p> <p>Resources required:</p> <p>Financial information:</p> <p>Risk assessment:</p>	Non-exam internal assessment set by Pearson, marked by the centre and moderated by Pearson. The Pearson-set Assignment will be completed in approximately 6 hours of monitored preparation and 5 hours of supervised assessment. 60 marks.	Heath Park VLE - C2 Knowledge Book.pdf - All Documents (sharepoint.com)

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Year 11 Autumn & Spring Terms 2023 (Feb Exam) 2024 Resit May 2024	Component 3: Marketing and Finance for Enterprise	<p>In this component you will consider how small and medium-sized enterprises (SMEs) use marketing and finance</p> <p>look at the different elements of the marketing mix.</p> <p>Identify target markets,</p> <p>Make marketing decisions and put forward marketing suggestions for enterprises to use to</p>	<p>Targeting and segmenting the market</p> <hr/> <p>4Ps of the marketing mix</p> <p>Factors influencing the choice of marketing methods</p> <hr/> <p>Factors influencing the choice of marketing methods:</p>	<p>Target market:</p> <p>Market segmentation:</p> <p>Markets: Business to Business (B2B),</p> <hr/> <p>Explore the marketing mix</p> <p>Product:</p> <p>Price:</p> <p>Place:</p> <p>Promotion:</p> <hr/> <p>Appropriateness for product and its brand image.</p> <p>Speed/accessibility of information/ease of reaching target market.</p> <p>Cost to the enterprise</p> <p>Competitors' activities</p>	<p>An exam worth 60 marks will be completed under supervised conditions. The supervised assessment period is a maximum of 2 hours</p> <p>First assessment is January/February 2024.</p>	<p>Heath Park VLE - Component 3 Knowledge Book.pdf - All Documents (sharepoint.com)</p> <p>Elements of the marketing mix - The marketing mix - GCSE Business Revision - Other - BBC Bitesize</p>

		increase their success in the future.			Forms 40% of the overall mark for this course.	
		Financial documents and statements	Students will explore the purpose, typical format, sequence and the part that each document plays when ordering, checking, recording and paying for goods and/or services.	Types of financial documents: purchase orders, delivery notes, goods received notes, invoices, credit notes, statements of account, remittance advice slips, receipts.	4 CATS during the delivery of each section	https://www.youtube.com/watch?v=mGZ36hNwEto
		Payment methods	Learners will explore why enterprises use some or all of the following payment methods.	Payment methods: cash, credit cards, debit cards, direct debit, payment technologies.		https://www.youtube.com/watch?v=AvjHVSPm-uA
		Revenue and costs	Learners will explore the sources of revenue and costs for enterprises and how and why they can be minimised/maximised.	Revenue/turnover Start-up and running costs.		
		Financial statements	Complete and interpret financial statements for enterprises	Profit and loss account (statement of comprehensive income): Balance sheet (statement of financial position)		Revenue - Revenue, cost and profit - GCSE Business Revision - Other - BBC Bitesize
		Profitability and liquidity	Learners will calculate profitability and liquidity for enterprises, and comment on the results of these calculations	gross profit margin percentage (GPM) net profit margin percentage (NPM). current ratio = current assets ÷ current liabilities		

		Financial planning and forecasting	Explore the range of budgets used by enterprises, calculate simple budget figures and comment on the results	<p>liquid capital ratio = $\frac{\text{current assets} - \text{inventory}}{\text{current liabilities}}$</p> <p>Expenditure and revenue budgets, cash flow.</p>		<p>Solvency - Cash flow - GCSE Business Revision - Other - BBC Bitesize</p>
		Break-even point and break-even analysis	Learners will calculate the break-even point and margin of safety, construct and interpret a break-even chart, and recognise the strengths and limitations of break-even analysis.	<p>Fixed, variable and total costs, and total revenue</p> <p>Break-even point, margin of safety, area of profit and area of loss.</p> <p>Importance to an enterprise of breaking even</p> <p>Strengths and limitations of break-even analysis.</p>		<p>Break-even point - Breaking even - GCSE Business Revision - Other - BBC Bitesize</p>
		Sources of business finance	Learners will explore why enterprises may plan different sources of finance for different purposes or at different stages, and the advantages and disadvantages of each source.	<p>Internal sources of finance:</p> <p>External sources of finance:</p>		<p>Why business needs finance - Sources of finance - GCSE Business Revision - Other - BBC Bitesize</p>

