

Key Stage 4 BTEC Enterprise Curriculum Map

		Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 10	Content	Component 1 <ul style="list-style-type: none"> LAA Characteristics of enterprises 	Component 1 <ul style="list-style-type: none"> LAB How market research helps enterprises to meet customer needs and understand competitor behaviour 	Component 1 <ul style="list-style-type: none"> LAC Investigate the factors that contribute to the success of an enterprise 	Component 1 assessment	Component 2 Plan for a micro-enterprise activity	Component 2 <ul style="list-style-type: none"> Plan for a micro-enterprise activity Pitch a micro-enterprise activity
	Content	Component 2 <ul style="list-style-type: none"> Pitch a micro-enterprise activity Review own pitch for a micro-enterprise 	Component 2 assessment	Component 3 <ul style="list-style-type: none"> Promotion <ul style="list-style-type: none"> A1 Elements of the promotional mix and their purposes A2 Targeting and segmenting the market A3 Factors influencing the choice of promotional methods 	Component 3 <ul style="list-style-type: none"> Financial records <ul style="list-style-type: none"> B1 Financial documents B2 Payment methods B3 Sources of revenue and costs B4 Terminology in financial statements B5 Statement of comprehensive income B6 Statement of financial position B7 Profitability and liquidity 	Component 3 <ul style="list-style-type: none"> Financial planning and forecasting <ul style="list-style-type: none"> 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 	