

## Year 11 Curriculum Intent BTEC Tech Enterprise

Year/term	Unit of work	Intent
11	Component 3	
Sept	<p>A1 Elements of the promotional mix and their purposes</p> <p>A2 Targeting and segmenting the market</p> <p>A3 Factors influencing the choice of promotional methods</p>	<ul style="list-style-type: none"> <li>• Students will explore how an enterprise can use the promotional mix to communicate its goods and services effectively to its customers.</li> <li>• Students will consider why an enterprise targets its market, and the impact this has on promotion.</li> <li>• Throughout this topic students will look, consider and evaluate a range of promotional materials.</li> <li>• Students will have the opportunities to use their creative skills and prepare promotional materials for given scenarios/or real businesses.</li> </ul>
Oct	<p>B1 Financial documents</p> <p>B2 Payment methods</p> <p>B3 Sources of revenue and costs</p> <p>B4 Terminology in financial statements</p> <p>B4 Terminology in financial statements</p>	<ul style="list-style-type: none"> <li>• Students will investigate the financial management of enterprises. This will include day to day processes.</li> <li>• Students will complete, interpret and check the information on financial documents and statements.</li> </ul>
November	<p>B5 Statement of comprehensive income</p> <p>B6 Statement of financial position</p> <p>B7 Profitability and liquidity</p>	<ul style="list-style-type: none"> <li>• Students will complete, interpret and check the information on financial documents and statements.</li> <li>• Students will complete financial statements using given figures and suggest appropriate actions.</li> <li>• Students will interpret statements of comprehensive income and of financial position to calculate ratios.</li> </ul>
November	<p>C1 Using cash flow data</p> <p>C1 Using cash flow data</p> <p>C2: Financial forecasting</p> <p>C3 Suggesting improvements to cash flow problems</p> <p>C3 Suggesting improvements to cash flow problems</p>	<ul style="list-style-type: none"> <li>• Students will look at how cash flows can be used by managers and owners to ensure they have enough cash to operate and make a profit.</li> <li>• Students will develop numerical and ICT skills producing cash flows in Excel.</li> </ul>
December	<p>C4: Break-even analysis and break-even point</p>	<ul style="list-style-type: none"> <li>• Students will look at how break-even analysis can be used by managers and owners to ensure they have enough cash to operate and make a profit.</li> <li>• Students will construct and interpret a break-even chart, and recognise its limitations</li> </ul>

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December	C5: Sources of business finance	Students will consider why enterprises may plan different sources of finance for different purposes or at different stages and the relevance of each source
January	Revision and exam prep	Students will complete the exam for Marketing and Finance late January/early February.
February – March	Component 2	
	Explore ideas and plan for a micro-enterprise activity	Learners will use their experience from exploring enterprises to independently generate ideas and choose one idea for a realistic micro-enterprise.
	Pitch a micro-enterprise activity	Learners will draw on their exploration of enterprises to draw up an implementation plan for their chosen idea
	Review own pitch for a micro-enterprise activity.	Learners will demonstrate own skills by pitching an individual summary of the final plan to an audience.