Year 10 BTEC Enterprise

Term One

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Induction Activities	A1 What is an enterprise? A1 Size and features of SMEs Size of SMEs to include: · micro: up to 10 members of staff · small: between 11–49 members of staff · medium: between 50–249 members of staff.	A1 Types of profit-making enterprises to include: · sole trader, partnership, limited liability partnership (LLP), ltd, social enterprise that uses some of the profits to reinvest in the enterprise	Features of SMEs to include: · run by a single individual or small team of people · physical location and/or online operation · sole employment or as part of a hobby/side hustle · existing in one or more sectors of the economy	Features of SMEs to include: · run by a single individual or small team of people · physical location and/or online operation · sole employment or as part of a hobby/side hustle · existing in one or more sectors of the econom	A2 Sectors and business models in which enterprises operate Different sectors and business models, including: · Business to Business (B2B) · Business to Customer (B2C) · social enterprise · goods · service · bricks and clicks and flips · e-commerce. Different industries in which enterprises operate.

Term Two

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
A3 Aims and activities of enterprises Aims of enterprises to include: · making a profit, surviving, breaking-even, expanding, maximising sales, being environmentally friendly, being ethical, satisfying customers, providing a social service. Impact of activities in supporting the aims of enterprises to include: · developing and producing goods and services to meet the needs of changes in the market · attracting new customers and retaining existing customers through offers and promotions · managing business resources: finance, people. Impact of failing to undertake these activities successfully	A3 Aims and activities of enterprises Aims of enterprises to include: · making a profit, surviving, breaking-even, expanding, maximising sales, being environmentally friendly, being ethical, satisfying customers, providing a social service. Impact of activities in supporting the aims of enterprises to include: · developing and producing goods and services to meet the needs of changes in the market · attracting new customers and retaining existing customers through offers and promotions · managing business resources: finance, people. Impact of failing to undertake these activities successfully	A4 Skills and characteristics of entrepreneurs Reasons why entrepreneurs start their own enterprise to include: · to be your own boss, to pursue a hobby, flexibility, to pursue a social mission. Impact of the skills and characteristics of the entrepreneur in helping to support the aims of the enterprise to include: · skills: knowledge of industry/sector, technical, interpersonal, communication and presentation, planning and researching, time management, negotiation, prioritising tasks, problem solving, managing risk, leadership and teamwork · characteristics: focus, passion, versatility, motivation and dedication, inventiveness, proactiveness, confidence, flexibility and adaptability, resilience and willingness to risk adversity, self-reliance, optimism, vision, resourcefulness, creativity and the capacity to inspire	Practice LA A - Written Assessment		B1 Market research methods Benefits and drawbacks of a range of primary research methods used by enterprises to include: · qualitative and quantitative questionnaires and surveys: face-to-face, telephone, post, on a website/social media site · visits or observation: looking at and recording how customers and competitors behave in situations in a structured way · formal or informal interviews, chats or focus groups: talking to people to find out their views and experiences. Benefits and drawbacks of a range of secondary research methods used by enterprises to include: · online research · books, journals, trade magazines · company materials · market and government reports and statistics.

Term Three

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
B1 Market research methods Benefits and drawbacks of a range of primary research methods used by enterprises to include: · qualitative and quantitative questionnaires and surveys: face-to-face, telephone, post, on a website/social media site o visits or observation: looking at and recording how customers and competitors behave in situations in a structured way · formal or informal interviews, chats or focus groups: talking to people to find out their views and experiences. Benefits and drawbacks of a range of secondary research methods used by enterprises to include: · online research · books, journals, trade magazines · company materials · market and government reports and statistics.	The importance of the information that primary and secondary research methods can provide about customers to include: · understanding the market: anticipating and identifying customer needs · producing products to market that solve a problem or add value for the customers · identifying customer expectations: good-value products, rapid response to enquiries, clear and honest information, after-sales service · adapting different products to meet customer needs according to age, gender, income, lifestyle and location	B3 Understanding competitor behaviour Understanding the market: · anticipating and identifying competitor behaviour · producing products to market that are different from competitors · identifying features of the competitors	B4 Suitability of market research methods Suitability of market research methods that could help the enterprise in gaining further information to include: · finding out further information about their customers and their competitors · alternative methods based on the size of the enterprise, cost of research, time and human resources available to undertake research	C1 PEST (Political, Economic, Social, Technological) analysis Recommendations for actions that enterprises could take based on research and analysis of the following factors: · political: governmental changes, new regulations, changes in taxation · economic: consumer confidence in the economy, growth/recession, level of employment, cost of borrowing, cost of energy · social: changing consumer behaviour and trends · technological: social media, energy efficiency, technological trends, costs of marketing and selling. · Suitability of recommendations made according to the potential positive and negative impact on costs and revenues	C2 SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis Impact of the strengths, weaknesses, opportunities and threats based on research, analysis and understanding of enterprises to include: · strengths: effective planning and financing, marketing and promoting the enterprise, location, reputation, unique selling point (USP), strong branding, competitive advantage · weaknesses: unforeseen human resources costs (i.e. staff illness), lack of investment, poorly performing product/service, competitive disadvantage · opportunities: growing market trends, developments in technology, gaps in the market, government policy changes, loans and grants, funding, events/holidays, development of additional products and services, adaptations to existing market offering, developing adapted marketing strategies, amendments to staffing, alternative investment decisions · threats: competitors, supplier problems, developments in technology, government policy, lack of funding, market changes. Ability to react to the strengths, weaknesses, opportunities and threats according to the potential positive and negative impact on costs and revenues

Term Four

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6

Controlled Assessment Research and Write up

Term Five

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6

Enterprise Task · creating 2 micro-business ideas · researching resources · creating a brand and logo · creating a pitch

Term Six					
Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
B5 Statement of comprehensive income Learners will complete and interpret a statement of comprehensive income using given figures, and suggest appropriate actions. Statement of comprehensive income: shows the profit or loss of an enterprise over time. Calculate profit/loss using a simple statement of comprehensive income	B5 Statement of comprehensive income Component 3 LA B PP Books Multiple Choice Question Activities and finance for business documentation – statement of comprehensive income Learners will complete and interpret a statement of comprehensive income using given figures, and suggest appropriate actions. Statement of comprehensive income: shows the profit or loss of an enterprise over time. Calculate profit/loss using a simple statement of comprehensive income	C2 Financial forecasting Purpose of a cash flow forecast To identify money coming in (inflows) and going out (outflows) of the enterprise over time o to determine net current asset requirements and make business decisions Inflows: sales, capital introduced, loans. Outflows: purchases, running costs.	C2 Financial forecasting Purpose of a cash flow forecast To identify money coming in (inflows) and going out (outflows) of the enterprise over time o to determine net current asset requirements and make business decisions. Inflows: sales, capital introduced, loans. Outflows: purchases, running costs.		