



	AUTUMN 1	AUTUMN 2	SPRING 1	SPRING 2	SUMMER 1	SUMMER 2
<b>Assessments</b>	Component 2 Assessment Learning Outcome A, B & C. Handout date: 26 <sup>th</sup> Sept				Component 3 Assessment: External Exam – May/June	
<b>Core Course Topic:</b> These topics are taught through the identified terms. They are taught in small bitesize chunks and revisited regularly.	<b>Component 2: Planning &amp; presenting a micro-enterprise idea</b>  Learning Outcome C: Review the presentation of the micro enterprise idea to meet specific requirements	<b>Component 2: Planning &amp; presenting a micro-enterprise idea</b>  Assessment Learning outcome A, B & C	<b>Component 3: Marketing &amp; Finance for Enterprise</b>  Learning Outcome A: Marketing activities  Learning Outcome B: Financial documents & statements	<b>Component 3: Marketing &amp; Finance for Enterprise</b>  Learning Outcome B: Financial documents & statements	<b>Component 3: Marketing &amp; Finance for Enterprise</b>  Learning Outcome A: Marketing activities  Learning Outcome B: Financial documents & statements  Learning Outcome B: Financial documents & statements	
<b>Additional support links:</b>						
<b>Knowledge:</b> Included here is the specific knowledge your child will learn in detail	C1: Review of presentation	Completing Component 2 assessment: Learning aims A, B & C	A1: Targeting & Segmenting the market A2: 4P's of the marketing mix A3: Factors influencing the choice of marketing methods A4: Trust, reputation and loyalty B1: Financial Documents B2: Payment Methods B3: Revenue & Costs	B4: Financial statements B5: profitability and liquidity C1: Budgeting C2: Cashflow	C3: Suggesting improvements to cash flow problems C4: Break-even point and break-even analysis C5: Sources of business finance	
<b>Skills:</b> Included here is the specific skills your child will learn in detail	<ul style="list-style-type: none"> <li>Review own skills demonstrated in the production and delivery of the presentation to include:</li> <li>Skills demonstrated</li> <li>Making supported judgements on strengths and weaknesses</li> <li>Recommendations for improvements to the production and delivery of the electronic presentation</li> </ul>		<ul style="list-style-type: none"> <li>Target market</li> <li>Market segmentation</li> <li>Markets</li> <li>The 4p's: Product, Price, Place &amp; promotion</li> <li>Multichannel marketing</li> <li>Factors influencing the choice of marketing methods</li> <li>Importance of brand image</li> <li>Importance of reputation</li> <li>Types of financial documents</li> <li>Importance of accuracy when financial documents are being used</li> <li>Importance of accurate financial documents</li> <li>Payment methods</li> <li>Impact on customers and enterprises of using different payment methods</li> <li>Revenue/turnover</li> </ul>	<ul style="list-style-type: none"> <li>Profit and loss account</li> <li>Balance Sheet</li> <li>Stakeholders</li> <li>Difference between cash and profit</li> <li>Difference between liquidity and profitability</li> <li>Calculate profitability ratios</li> <li>Calculate liquidity ratios</li> <li>Expenditure and revenue budgets</li> <li>Difference between budgeting and budgetary control</li> <li>Impact of favourable and adverse variances</li> <li>Cashflow forecast</li> <li>Purpose of cash flow forecast</li> <li>Difference between forecasted and actual cash flows</li> </ul>	<ul style="list-style-type: none"> <li>Cash flow problems</li> <li>Suggested solutions to problems</li> <li>Fixed, variable and total costs and total revenue</li> <li>Break-even point, margin of safety, area of profit and area of loss</li> <li>Importance to an enterprise of breaking even</li> <li>Strengths and limitations of break-even analysis.</li> <li>Internal sources of finance</li> <li>External sources of finance</li> </ul>	

# BTEC L2 Enterprise

Year 11 2022/24

## Curriculum Overview



THE HART  
SCHOOL  
Creative  
Education  
Trust

			<ul style="list-style-type: none"> <li>Start-up and running costs</li> </ul>			
<p><b>Common Lexicon:</b> These are the key words and terms learnt. These can be found on knowledge organisers.</p>	Feedback, models, receiving, presentation,	Innovation, provision, resources, audit, leadership, practical, revenue, planning, features, demographic, segment, physical, virtual, resources, production, sourcing. Pitch, communication, attitude, rehearsing, professionalism, audience, engage, visual, handouts, verbal, terminology. Feedback, models, receiving, presentation	Media, Medium, promotional, analysing, advertising, digital, ambient, inform, incentives, image, brand, sponsorship, marketing, telemarketing, strategies, geographic, segmentation, budget.	. Assets, financial, revenue, variable, fixed, turnover, expenses, assets, liabilities, capital, comprehensive, liquidity, profitability, Ratios.	Inflows, Liquid, outflows, forecasts, purchases, credit, break-even, margin, limitations, retained, finance,	
<p><b>Core Course Topic:</b> These topics are taught through the identified terms. They are taught in small bitesize chunks and revisited regularly.</p>						