

	AUTUMN 1	AUTUMN 2	SPRING 1	SPRING 2	SUMMER 1	SUMMER 2
Assessments		Unit 1: Exploring business learning aim A assessment			Unit 3: personal and Business Finance external assessment May/June	
Core Course Topic: These topics are taught through the identified terms. They are taught in small bitesize chunks and revisited regularly.	Unit 1: Exploring Business Learning Aim A: Explore the features of different businesses and analyse what makes them successful	Unit 1 Exploring business Learning A assessment Unit 3: personal and Business Finance Learning Aim A: Understand the importance of managing personal finance Learning Aim B: Explore the personal finance sector	Unit 3: personal and Business Finance Learning Aim C: Understand the purpose of accounting Learning Aim D: Select and evaluate different sources of business finance	Unit 3: personal and Business Finance Learning Aim E: Break-even and cash flow forecasts Learning Aim F: Complete statements of comprehensive income and financial position and evaluate a business's performance	Unit 2: Developing a Marketing Campaign Learning Aim A: Introduction to the principles and purposes of marketing that underpin the creation of a rational for a marketing campaign	Unit 2: Developing a Marketing Campaign Learning Aim B: Using information to develop the rationale for a marketing campaign
Additional support links:	Two Teachers Btec Videos: https://www.youtube.com/playlist?list=PLftmziinjwt2QvjMfJh2HIBVmiAHZrie Two Teachers Business Case studios: https://www.youtube.com/watch?v=XUBeH7VQaFY&list=PLftmziinjwtVSHvHBPBohQdpYJ4cwUR1e4		Two Teachers Finance Videos: https://www.youtube.com/playlist?list=PLftmziinjwtVRD2ELpgd5lDv0WoYJmr3Jr Sample exam paper Video: https://www.youtube.com/watch?v=RwuZjGUToto Btec Business BEE Unit 2 finance Videos: https://www.youtube.com/playlist?list=PLBuW3SAj0djly2MaKyOzL4cnmeaPbEJ1		Two Teachers Btec videos: https://www.youtube.com/playlist?list=PLftmziinjwt2QvjMfJh2HIBVmiAHZrie Two Teachers Business Case studios: https://www.youtube.com/watch?v=XUBeH7VQaFY&list=PLftmziinjwtVSHvHBPBohQdpYJ4cwUR1e4	
Knowledge: Included here is the specific knowledge your child will learn in detail	A1: Features of Business A2: Stakeholders and their influence A3: Effective business communications	A1: Functions and role of money A2: different ways to pay A3: Current accounts A4: Managing personal finance B1: Features of financial institutions B2: Communicating with customers B3: Consumer protection in relation to personal finance B4: Information, guidance and advice	C1: Purpose of accounting C2: Types of Income C3: Types of expenditure D1: Sources of finance	E1: Cash flow forecasts E2: Break-even analysis F1: Statement of comprehensive income F2: Statement of financial position F3: measuring profitability F4: measuring liquidity F5: Measuring efficiency F6: Limitations of ratios	A1: The role of marketing A2: Influences on marketing activity	B1: Purpose of researching information to identify the needs and wants of customers. B2: Market Research methods and use B3: Developing the rationale
Skills: Included here is the specific skills your child will learn in detail	<ul style="list-style-type: none"> Ownership & Liability Purpose of businesses Sectors businesses operate in Scope of business activity Business Size Reasons for success Stakeholders: Internal & external The influence of stakeholders on business success Appropriate presentation and delivery of information to a given 	<ul style="list-style-type: none"> Functions of money Role of money and how it is affected and influenced by a number of factors Planning expenditure, common principles to be considered in planning personal finances 	<ul style="list-style-type: none"> Purpose of accounting to record transactions, management of business, compliance, measuring performance and control. Capital income Revenue income Capital expenditure Revenue expenditure 	<ul style="list-style-type: none"> Cash-Flow-inflows/receipts, outflows/payments Prepare, complete, analyse, revise and evaluate cashflow Use of cash flow forecasts for planning, monitoring, control and target setting 	<ul style="list-style-type: none"> Principles and purposes of marketing Marketing aims and objectives Types of market-mass and niche market Market segmentation Branding, brand personality, brand image, USP, implications of business size for marketing 	<ul style="list-style-type: none"> To identify target markets To identify size, structure, and trends in the market To identify competition Primary research Secondary research (internal and external) Importance of validity, reliability, appropriateness, currency, cost/

BTEC L3 Enterprise

Year 12

Curriculum Overview



	<p>audience Written presentations, oral presentations & importance of communication to aid business success.</p>	<ul style="list-style-type: none"> • The use of money as a payment method, advantages, and disadvantages • Different types of current account, features, advantages and disadvantages and different services offered • Suitability of different financial products and services against individual needs • Different types of borrowing, features, advantages and disadvantages • Different types of saving and investment features inc advantages and disadvantages • Risks and rewards of saving versus investment • Different insurance products • Types of financial organisation and their advantages and disadvantages • Methods of interacting with customers, advantages and disadvantages • Functions, role and responsibilities of consumer protection • Function, role and responsibilities, advantages and disadvantages of bodies providing information, guidance and advice. • 	<ul style="list-style-type: none"> • Sources of finance- advantages, disadvantages, short term and long term, internal and external 	<ul style="list-style-type: none"> • Benefits and limitations of cash flow forecasts 	<p>activity, budgetary constraints, availability of specialist staff.</p> <ul style="list-style-type: none"> • Internal influences • External influences 	<ul style="list-style-type: none"> • Quantitative and qualitative data, when and where used • Sufficiency and focus of the research • Selection and extraction • Interpretation, analysis and use of data and other information to make valid marketing decisions • Identification of any further sources of information that may be required • Evaluation of the reliability and validity of the information obtained. • Product life cycle.
--	--	--	--	---	--	--