BTEC L2 Enterprise

Year 10 2026/27

Curriculum Overview

	AUTUMN 1	AUTUMN 2	SPRING 1	SPRING 2	SUMMER 1	SUMMER 2
Assessments			**Component One assessment to be issued at the end of Jan**			
Core Course Topic: These topics are taught through the identified terms. They are taught in small bitesize chunks and revisited regularly.	**Component 1: Exploring Enterprises** Learning Outcome A: Understand how and why enterprises and entrepreneurs are successful	**Component 1: Exploring Enterprises** Learning Outcome B: Understand customer needs and competitor behaviour through market research	**Component 1: Exploring Enterprises** Learning Outcome C: Understand how the outcomes of situational analyses may affect enterprises and Assessment	**Component 2: Planning and Presenting a Micro-Enterprise Idea** Learning Aim A: Choose an idea and produce a plan for a micro-enterprise idea	**Component 2: Planning and Presenting a Micro-Enterprise Idea** Learning Aim B: Present a Plan for the micro-enterprise idea to meet specific requirements	**Component 2: Planning & presenting a micro-enterprise idea** Learning Outcome C: Review the presentation of the micro enterprise idea to meet specific requirements
Additional support links:						
Knowledge: Included here is the specific knowledge your child will learn in detail	A1: Size & features of SME's A2: Sectors & business models in which enterprises operate A3: Aims and activities of enterprises A4: Skills and characteristics of entrepreneurs	B1: Market research methods B2: Understanding customer needs B3: Understanding competitor behaviour B4: Suitability of market research methods	C1: PEST (Political, Economical, Social, Technological) analysis C2: SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis	A1: Choosing ideas for a micro-enterprise A2: Plan for a micro-enterprise	B1: Production of presentation B2: Delivery of presentation	C1: Review of presentation
Skills: Included here is the specific skills your child will learn in detail	• Size of SME's (Micro, Small & medium) • Types of profit making enterprise • Features of SME's (Individual or team, Physical location and or online, sole employment or part of a hobby, exist in one or more sectors • Aims of an enterprise • Impact of activities in supporting the aims of the enterprise • Impact of failing to undertake these activities successfully • Reasons why entrepreneurs start their own enterprise • Impact of the skills and characteristics of the entrepreneur in helping to support the aims if the enterprise.	• Benefits & drawbacks of a range of primary research methods used by enterprises • Benefits and drawbacks of a range of secondary research methods used by enterprises • The importance of the information that primary and secondary research methods use by enterprises • The importance of the information that primary and secondary research methods can provide about customers • Understanding the market • Suitability of market research methods that could help the enterprise in gaining further information	• Recommendations for actions that enterprises could take based on research and analysis of Political, economic, social and technological • Suitability of recommendations made according to the potential positive and negative impact on costs and revenues • Impact of the strengths, weaknesses, opportunities and threats based on research, analysis and understanding of enterprises • Ability to react to the strengths, weaknesses, opportunities and threats according to the potential positive and negative impact	• Generation of ideas and choosing or rejecting ideas that may contribute to the likely success of an enterprise ideas • Innovative ideas which are realistic and within budget • Ownership of the micro-enterprise • Aims of the micro-enterprise • Features of the product to be sold • Pricing of the product • Methods of promotion • Identifying the target market • Resources required • Financial Information • Risk Assessment Viability of the plan based	• Selection of relevant information and logical sequencing of information and ideas • Use appropriate written communication skills • Consistent visual presentation appropriate for the enterprise idea, appropriate colours, use of margins, appropriate use of images and transitions, appropriate font including size and type. • Methods of recoding and delivery: on-screen videos and sharing, electronic presentation, pre-recorded, video group calls. Vlog • Accurate and effective verbal communication skills, language and tone, pace, volume and projection, use of business terminology • Engaging non-verbal communication skills, conduct of presenter, positive attitude, well-	• Review own skills demonstrated in the production and delivery of the presentation to include: • Skills demonstrated • Making supported judgements on strengths and weaknesses • Recommendations for improvements to the production and delivery of the electronic presentation

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					rehearsed, body language, gestures and eye contact.	
			on costs and revenues			
Common Lexicon: These are the key words and terms learnt. These can be found on knowledge organisers.	Enterprise, Characteristics, Unique, independent, retain, reputation, loyalty, innovation, private, Entrepreneurs, ethical, Social pressure, political, Liability, industry, Negotiating.	Research, satisfaction, guarantees, qualitative, quantitative, primary, secondary, questionnaires, observations, interviewing, features, availability, competitors.	Researching, satisfaction, demand, financing, contingency, borrowing, premises, regulations, taxation, economy, recession, legislation, tastes, growth, competitive, surviving, perseverance,	Innovation, provision, resources, audit, leadership, practical, revenue, planning, features, demographic, segment, physical, virtual, resources, production, sourcing.	Pitch, communication, attitude, rehearsing, professionalism, audience, engage, visual.	Feedback, models, receiving, presentation,
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