BTEC L2 Enterprise

Year 11 2026/27

Curriculum Overview

	AUTUMN 1	AUTUMN 2	SPRING 1	SPRING 2	SUMMER 1	SUMMER 2
Assessments					**Component 3 Assessment: External Exam – May 4 2027**	
Core Course Topic: These topics are taught	**Component 3: Marketing & Finance for Enterprise** Learning Outcome A: Marketing activities Learning Outcome B: Financial documents & statements	**Component 3: Marketing & Finance for Enterprise** Learning Outcome B: Financial documents & statements	**Component 3: Marketing & Finance for Enterprise** Learning Outcome B: Financial documents & statements	**Component 3: Marketing & Finance for Enterprise** Learning Outcome A: Marketing activities	**Component 3: Marketing & Finance for Enterprise** Consolidation	
Additional support links:						
Knowledge: Included here is the specific knowledge your child will learn in detail	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	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	Component 3 Revisit/ Address any knowledge gaps and misconceptions.	
Skills: Included here is the specific skills your child will learn in detail	• Target market • Market segmentation • Markets • The 4p's: Product, Price, Place & promotion • Multichannel marketing • Factors influencing the choice of marketing methods • Importance of brand image • Importance of reputation • Types of financial documents • Importance of accuracy when financial documents are being used • Importance of accurate financial documents • Payment methods • Impact on customers and enterprises of using different payment methods	• Revenue/turnover • Start-up and running costs • Profit and loss account • Balance Sheet • Stakeholders • Difference between cash and profit • Difference between liquidity and profitability • Calculate profitability ratios • Calculate liquidity ratios • Expenditure and revenue budgets • Difference between budgeting and budgetary control • Impact of favourable and adverse variances • Cashflow forecast • Purpose of cash flow forecast • Difference between forecasted and actual cash flows	• Profit and loss account • Balance Sheet • Stakeholders • Difference between cash and profit • Difference between liquidity and profitability • Calculate profitability ratios • Calculate liquidity ratios • Expenditure and revenue budgets • Difference between budgeting and budgetary control • Impact of favourable and adverse variances • Cashflow forecast • Purpose of cash flow forecast • Difference between forecasted and actual cash flows	• Cash flow problems • Suggested solutions to problems • Fixed, variable and total costs and total revenue • Break-even point, margin of safety, area of profit and area of loss • Importance to an enterprise of breaking even • Strengths and limitations of break-even analysis. • Internal sources of finance • External sources of finance	• Exam technique	

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Common Lexicon: These are the key words and terms learnt. These can be found on knowledge organisers.	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.	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.		
Core Course Topic: These topics are taught through the identified terms. They are taught in small bitesize chunks and revisited regularly.						

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