

Curriculum

BTEC Enterprise is offered as an option subject at Key Stage 4 to all students.

In terms of assessment for this BTEC Enterprise curriculum, official BTEC assignment briefs are used to set out the assessment criteria and students are introduced to these at the start of each new learning aim, command words are deconstructed and then specific criteria modelled.

Year 10

The purpose of the Y10 curriculum is to provide an understanding of the main areas of Health and Social Care and to allow students to develop a basic knowledge of the sector, services and stages of growth and development. Within Y10 students will complete all of Components 1 and 2 (assignments) and then in Y11 students will focus on exam content and technique.

Component 1 – Exploring Enterprises

Learning aim A: Examine the characteristics of enterprises:

Learners will investigate two real contrasting SMEs and will also consider the characteristics of the SMEs and their owners, and the importance of these characteristics in achieving success. They will do this in a written report.

For a Level 2 Pass they will describe:

- the purpose of the SMEs and how they achieve their purpose.
- the characteristics of the SMEs, including size, ownership type, products or services, location.
- the characteristics of the entrepreneurs.

For a Level 2 Merit they will:

- Analyse the importance of the SMEs and entrepreneurs' characteristics in meeting their purpose.

For a Level 2 Distinction they will

- Assess how far these characteristics contribute to the levels of success.

Learning aim B: Explore how market research helps enterprises meet customer needs and understand competitor behaviour:

Learners will examine how market research is carried out in two SMEs, then they will discuss how data is collected and how market research methods are designed to meet customer needs and understand competitor behaviour in two enterprises.

For a Level 2 Pass they will:

- Explain how the selected SMEs use both primary and secondary research and how the data can be presented following research; clearly differentiating between qualitative and quantitative research.

For a Level 2 Merit they will:

- Discuss how well the methods selected by the SMEs have been designed to meet customer needs and how competitor behaviour can affect SMEs.

For a Level 2 Distinction they will:

- Assess how effectively the methods selected have been in meeting the needs of the customer and understanding competitor behaviour for one SME.

Learning aim C: Investigate the factors that contribute to the success of an enterprise

Learners will investigate why enterprises are successful, looking at the impact of factors both inside and outside the control of the enterprise, and how they affect the success of two SMEs.

They will then use situational analysis: SWOT and PEST to apply their investigation of internal and external factors and will analyse the factors that measure success applied to their chosen SME.

For a Level 2 Pass, they will:

- Explain the internal and external factors affecting the success of the selected SMEs

For a Level 2 Merit, they will use:

- Situational analysis to analyse how internal and external factors determine the success of an SME.

For a Level 2 Distinction, they will:

- Analyse the internal and external factors and evaluate which are the most significant factors currently affecting the success of the chosen SME.

Component 2 – Planning and Pitching an Enterprise Activity

Learning aim A: Explore ideas and plan for a micro-enterprise activity

Learners will individually produce a realistic plan for a micro-enterprise activity, having explored a range of ideas and considered their skills.

For a Level 2 Pass, they will:

- Research three possible ideas for micro-enterprise activities and choose one idea to take forward and give reasons for this.
- Prepare a plan supported by research, to include:
 - the product or service to be sold and its selling price
 - setting appropriate aims
 - identification of the target market
 - an estimation of the resources needed and how to obtain them
 - an appropriate timescale for the activity
 - selecting an appropriate method of promotion communication
 - carrying out a risk assessment and identifying contingency plans to overcome any issues identified
 - Producing initial financial forecasts to include break-even, forecast profit/loss and cash flow forecasts.

For a Level 2 Merit, the Business Plan needs to be realistic, detailed and well structured.

For a Level 2 Distinction, the Business Plan needs to be realistic and comprehensive.

Learning aim B: Pitch a micro-enterprise activity

Learners will carry out an individual pitch of their final plan to an audience. Evidence of the business pitch will include: Presentation slides and speaker notes, audience handouts, teacher and peer observations and visual recordings. To achieve a distinction, they will have to:

- Deliver an effective pitch, demonstrating excellent communication and presentation skills.

Learning aim C: Review own pitch for a micro-enterprise activity

Learners will individually reflect and evaluate whether their plan and pitch were successful and suggest improvements. They will produce a written review of:

- the plan and its contents
- the pitch, to include the skills demonstrated.

The review will be based on learners' opinions, supported by the feedback they receive from the audience, for example peers and tutors. The review will include learners' strengths and development needs.

Year 11

In year 11 the focus will be on Component 2 plan and pitch a micro enterprise and review the students own pitch.

Learning aim B: Pitch a micro-enterprise activity

Learners will carry out an individual pitch of their final plan to an audience. Evidence of the business pitch will include: Presentation slides and speaker notes, audience handouts, teacher and peer observations and visual recordings. To achieve a distinction, they will have to:

- Deliver an effective pitch, demonstrating excellent communication and presentation skills.

Learning aim C: Review own pitch for a micro-enterprise activity

Learners will individually reflect and evaluate whether their plan and pitch were successful and suggest improvements. They will produce a written review of:

- the plan and its contents
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The review will be based on learners' opinions, supported by the feedback they receive from the audience, for example peers and tutors. The review will include learners' strengths and development needs.