

Mastery:

Knowledge of business terminology and financial models.
Analysis of business actions and solutions.
Application of real SME businesses in the local area.
Evaluation of financial/ non financial data for business success.

Sandbach School Business Curriculum:

Y10 BTEC Enterprise Curriculum Sequence

Intent:

To develop their knowledge and understanding of the characteristics of enterprises and the skills needed by entrepreneurs. Students will consolidate key BTEC Enterprise concepts to address a coursework assessment and analyse more challenging topics/content to suit a variety of learners in preparation for the external assessment in year 11. For Example, PEST analysis and the Marketing Mix. This component will give students an understanding of the factors that contribute to a successful enterprise. The students will also develop transferable skills, such as research and data analysis, which will support your progression to Level 2 or 3 vocational or academic qualifications.

Term 1	Term 2	Term 3
<p align="center">Component 1 – A1, B3, C1, C2, C3, A2, A4, B1, B2 and C4.</p> <p align="center">Component 1 - Assignment Brief Set.</p>	<p align="center">Assignment – Component 1 (Write up and Resubmissions)</p> <p align="center">Component 3 – A1, A2, A3.</p>	<p align="center">Component 3 – B1, B4, B2, B7, B3.</p>
<p><u>What will the students learn in this term?</u> Learners will examine different local enterprises to develop their knowledge and understanding of the characteristics of enterprises and the skills needed by entrepreneurs. Students will have the opportunity to develop knowledge and understanding of the different types of local enterprises and their ownerships/characteristics and reasons for their levels of success. The pupils will explore why enterprises are successful, looking at the impact of factors both inside and outside the control of the enterprise, and investigate ways in which situational analysis can be used to support decision making. The main skills the students will be developing this term is research and analysis – interpreting findings to support their understanding of customers and competitors.</p>	<p><u>What will the students learn in this term?</u> Students will be tasked with writing up their response to an assignment brief – they will have dedicated lessons to this coursework and adequate time outside the lesson to meet the deadline. Once the coursework is completed and resubmissions handed in (if needed) the pupils will then progress on to the external examination component of the course. Learning Aim A of component 3 focuses on the different promotional methods used by enterprises and the factors that influence how enterprises identify and target their market. This links with the rest of the component as the students will need to use this knowledge to create financial forecasting tools considering promotional costs, selling prices etc. This term looks at various marketing areas including advertising methods, types of markets and segmentation.</p>	<p><u>What will the students learn in this term?</u> In this term, students will assess and analyse financial information in an enterprise context to monitor the performance of an enterprise and strategies to improve its performance. They will investigate and break apart cash flow forecasts/ statements, explore the effects that positive and negative cash flow can have on an enterprise, and suggest ways to improve them. This term links strongly with term 3 in year 9 to show the students how the topics flow between components and further their understanding of these important financial topics from year 9 to year 10. The pupils will be bringing together their knowledge of business from component 1 to fully understanding the costs associated with running a business and also where businesses make their money.</p>
<p><u>Spec links:</u> Component 1 – A1 – What is an enterprise? Component 1 – B3 – Understanding competitors. Component 1 – C1 – Internal Factors. Component 1 – C2 – External Factors. Component 1 – C3 – Situational analysis. Component 1 – A2 – Types and characteristics of SMEs. Component 1 – A4 – Entrepreneurs. Component 1 – B1 – Customer Needs. Component 1 – B2 – Using market research to understand customer needs.</p>	<p><u>Spec links:</u> Component 1 – Assignment 1. Component 3 – A1 – Elements of the promotional mix and their purposes. Component 3 – A2 – Targeting and segmenting the market. Component 3 – A3 – Factors influencing the choice of promotional methods.</p>	<p><u>Spec links:</u> Component 3 – B1 – Financial Documents. Component 3 – B4 – Terminology in financial statements. Component 3 – B2 – Payment Methods. Component 3 – B7 – Profitability and liquidity. Component 3 – B3 – Sources of revenue and costs.</p>
<p><u>Teaching these topics here supports:</u></p> <ul style="list-style-type: none"> Component 1 Assignment. Component 2 – A1 – Generating ideas for a micro enterprise activity (what SME's operate in the local area for idea generation). Component 2 – A2 – Plan for micro enterprise (identifying a target market/ products and services sold by competitors). Component 3 – A3 – Factors influencing the choice of promotional methods (size of enterprise/ appropriateness for product or service). 	<p><u>Teaching these topics here supports:</u></p> <ul style="list-style-type: none"> Component 3 – B3 - Sources of revenue and costs (start up and running costs including advertising). Component 3 – C1 – Using cash flow data (understanding where costs can be reduced or areas of outflows). Component 3 – C3 – Suggesting improvements to cash flow problems (cutting costs, cash flow problems and differences between inflows/outflows). 	<p><u>Teaching these topics here supports:</u></p> <ul style="list-style-type: none"> Component 3 – B5 – Statement of comprehensive statement (understanding how assets and liabilities link to costs and revenues and other financial tools). Component 2 – A2 – Plan for a micro enterprise activity (financial resources needed for running a start up business). Component 3 – C5 - Sources of business finance (planning for financial short falls or addressing cash flow problems).
<p><u>These topics feed from:</u></p> <ul style="list-style-type: none"> Rotation 1/2 – main functions taught in business. Yr 9 – Term 3 – financial reasons for success and scenario planning tasks. Induction and Transition – Living in the wider world. 	<p><u>These topics feed from:</u></p> <ul style="list-style-type: none"> Component 1 – C1 – Internal Factors. Component 1 – C2 – External Factors. Component 1 – C3 – Situational analysis. Component 1 – B1 – Customer Needs. 	<p><u>These topics feed from:</u></p> <ul style="list-style-type: none"> Component 3 – C2 – Financial forecasting. Component 3 – C3 – Suggesting improvements to cash flow problems. Component 3 – C4 – Break even analysis and break even point.