



Subject: Computing & Business

BTEC Tech Award in Business Enterprise Curriculum Overview

2018-2019

The following 3 sequential units of work are covered over a 2 year period (year 10 & 11)

Component 1 Exploring Enterprises	Subject Content / Knowledge	In this first component pupils will examine different enterprises to develop their knowledge and understanding of the characteristics of enterprises and the skills needed by entrepreneurs.
	Skills	Learning aims: <ul style="list-style-type: none"> Examine the characteristics of enterprises Explore how market research helps enterprises to meet customer needs and understand competitor behaviour Investigate the factors that contribute to the success of an enterprise.
	Assessment	Internal Assessment 30% of the course Pupils must meet different levels of assessment criteria in order to achieve an overall component grade of either a Level 1 Pass, Level 1 Merit, Level 2 pass, Level 2 Merit or Level 2 distinction.
Component 2 Planning for and Pitching an Enterprise Activity	Subject Content / Knowledge	In this second component pupils will individually select an idea for a micro-enterprise activity to plan and pitch. They will individually pitch their business plan for their idea to an audience and then use the feedback to review their plan and pitch.
	Skills	Learning aims: <ul style="list-style-type: none"> Explore ideas and plan for a micro-enterprise activity Pitch a micro-enterprise activity Review own pitch for a micro-enterprise activity.
	Assessment	Internal Assessment 30% of the course Pupils must meet different levels of assessment criteria in order to achieve an overall component grade of either a Level 1 Pass, Level 1 Merit, Level 2 pass, Level 2 Merit or Level 2 distinction.

Component 3
Promotion and
Finance for
Enterprise

<p>Subject Content / Knowledge</p>	<p>This final component pupils assess and analyse financial information in an enterprise context to monitor the performance of an enterprise and strategies to improve its performance. Pupils will investigate cash flow forecasts and statements, exploring the effects that positive and negative cash flow can have on an enterprise, and suggesting ways to improve them. Pupils will consider the different elements of the promotional mix in order to be able to identify target markets and put forward strategies that enterprises can use to increase their success in the future.</p>
<p>Skills</p>	<p>Theory content:</p> <ul style="list-style-type: none"> ● Promotion <ul style="list-style-type: none"> ○ Elements of the promotional mix and their purposes ○ Targeting and segmenting the market ○ Factors influencing the choice of promotional methods ● Financial records <ul style="list-style-type: none"> ○ Financial documents ○ Payment methods ○ Sources of revenue and costs ○ Terminology in financial statements ○ Statement of comprehensive income ○ Statement of financial position ○ Profitability and liquidity ● Financial planning and forecasting <ul style="list-style-type: none"> ○ Using cash flow data ○ Financial forecasting ○ Suggesting improvements to cash flow problems ○ Break-even analysis and break-even point ○ Sources of business finance
<p>Assessment</p>	<p>Summative External Assessment (2 hours). 40% of the course.</p> <p>This external assessment builds on knowledge, understanding and skills acquired and developed in Components 1 and 2. Pupils will be provided with a case study of a small to medium enterprise (SME), and a series of activities to complete. This component is assessed by a written assessment set and marked by Pearson. The external assessment will be 2 hours in length</p> <p>Assessment availability is twice a year: February and May..</p>