

## BTEC Business and Enterprise Curriculum Overview 2023-24

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 10 curriculum overview	<p>Component 1 Exploring Enterprises</p> <p>This unit helps students to develop a wider understanding of enterprise and the elements that make enterprises work successfully</p>	<p>Learning aim A: Examine the characteristics of enterprises</p>	<p>Learning aim B: Explore how market research helps enterprises to meet customer needs and understand competitor behaviour</p>	<p>Learning aim C: Investigate the factors that contribute to the success of an enterprise</p>	<p>Component 2: Planning for and Pitching an Enterprise Activity</p>	<p>Learning aim A: Explore ideas and plan for a micro-enterprise activity</p>
Skills	<p>Problem solving and decision making</p> <p>Communication</p> <p>Financial understanding</p>	<p>Attention to detail</p> <p>Communication</p> <p>Spreadsheets</p> <p>Project management</p>	<p>Web development skills</p> <p>Editing and writing</p>	<p>Analytical skills</p> <p>Problem-solving</p>	<p>Problem-solving</p> <p>Presenting skills</p> <p>Software testing</p>	<p>Attention to detail</p> <p>Analytical and problem-solving skills</p> <p>Communication</p>
Personal Development links	<p>Wider impacts on the real world</p> <p>Links to real world professions</p> <p>Understanding the world of workplace safety</p>				<p>Using data to justify a business plan</p>	
Career links	<p>Accountants; marketing or recruitment specialists; financial advisors or management positions in a variety of areas and industries.</p>				<p>Business data analysts are responsible for collecting and interpreting data and identifying patterns and trends in data sets.</p>	

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Year 11 curriculum overview	Learning aim B: Pitch a micro-enterprise activity	Component 3: Promotion and Finance for Enterprise	A Promotion B Financial records	C Financial planning and forecasting	Revision	
Skills	Analytical and problem-solving skills  Customer service  Communication	Attention to detail  Editing and writing  Analytical skills	Financial analysis  Analytical skills	Financial analysis  Analytical skills	Financial analysis  Analytical skills	
Personal Development links	How to provide clear summaries of the data and present them in a dashboard that will allow organisations to make effective decisions.		How the developments in technology over recent years have enabled modern organisations to communicate and collaborate more effectively			
Career links	Finance , economics , business , presentation skills		Business analysis , accountancy , finance , promotion and marketing			

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	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 12 curriculum overview	UNIT 3: PERSONAL AND BUSINESS FINANCE  A1 Functions and role of money A2 Different ways to pay A3 Current accounts A4 Managing personal finance	B1 Features of financial institutions B3 Consumer protection in relation to personal finance B4 Information guidance and advice	C1 Purpose of accounting C2 Types of income C3 Types of expenditure D Select and evaluate different sources of business finance	Unit 2: Developing a Marketing Campaign  A1 The role of marketing A2 Influences on marketing activity	B1 Purpose of researching information to identify the needs and wants of customers C1 Marketing campaign activity	C2 Marketing mix C3 The marketing campaign C4 Appropriateness of marketing cmpaign
Skills	Problem solving and decision making  Communication  Financial understanding	Attention to detail  Communication  Spreadsheets  Project management	Web development skills  Editing and writing	Analytical skills  Problem-solving	Problem-solving  Presenting skills  Software testing	Attention to detail  Analytical and problem-solving skills  Communication
Personal Development links	Students will learn to provide a comprehensive, well-balanced evaluation of how a business uses financial records, making realistic and well-explained business-related observations on the benefits and disadvantages, while considering their target customers or audience			Students will explore the relationships between business and the consumer target group analysing how modern marketing is made effective.		
Career links	Finance , economics , business , presentation skills		Business analysis , accountancy , finance , promotion and marketing			

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Year 13 curriculum overview	UNIT 1: EXPLORING BUSINESS  A1 Features of businesses A2 Stakeholders and their influence A3 Effective business communications	B1 Structure and organisation B2 Aims and objectives C1 External environment C2 Internal environment	D1 Different market structures  D2 Relationship between demand, supply and price	UNIT 8: RECRUITMENT AND SELECTION PROCESS  A1 Recruitment of staff A2 Recruitment and selection process A3 Ethical and legal considerations in the recruitment process	B1 Job applications B2 Interviews and skills  C1 Review and evaluation	Learning aim C: Reflect on the recruitment and selection process and your individual performance
Skills	Problem solving and decision making  Communication  Financial understanding	Attention to detail  Communication  Spreadsheets  Project management	Web development skills  Editing and writing	Analytical skills  Problem-solving	Problem-solving  Presenting skills  Software testing	Attention to detail  Analytical and problem-solving skills  Communication
Personal Development links	Wider impacts on the real world Links to real world professions Understanding the world of workplace and the economy			Professional and personal skills . soft skills		
Career links	Finance , economics , business , presentation skills		Business analysis , accountancy , finance , promotion and marketing			