RIVERSACADEMY
West London An Aspirations Academy

(BTEC ENTERPRISE) - Curriculum Plan

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 10 curriculum overview	Component 2: Planning for and Pitching an Enterprise Activity	Learning aim A: Examine the characteristics of enterprises	Component 1 Exploring Enterprises This unit helps students to develop a wider understanding of enterprise and the elements that make enterprises work successfully	Learning aim A: Explore ideas and plan for a micro-enterprise activity	Learning aim B: Explore how market research helps enterprises to meet customer needs and understand competitor behaviour	Learning aim C: Investigate the factors that contribute to the success of an enterprise
Key knowledge outcomes (students should know)	Characteristics of successful entrepreneurs and enterprises	Types of enterprises, business ownership, aims and objectives, stakeholder needs	Business planning methods and enterprise ideas generation	Market research methods, customer profiling and competitor analysis	Factors affecting enterprise success including finance, location and customer service	Review of enterprise concepts and preparation for assessment
Key skills (students should be able to)	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

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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	Revision
Key knowledge outcomes (students should know)	How to prepare and deliver an enterprise pitch	Methods of promotion and target audience selection	Financial documents including cash flow and profit/loss	Financial forecasting, budgeting and break-even analysis	Examination techniques and revision of all components	Examination techniques and revision of all components
Key skills (students should be able to)	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	Financial analysis Analytical skills
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
Key knowledge outcomes (students should know)	The purpose of money, banking services and managing personal finance	Roles of financial institutions and consumer protection legislation	Business finance sources, accounting principles and financial	The role and purpose of marketing within businesses	Research methods used to identify customer needs and market trends	How to design, evaluate and present an effective marketing

			documents			campaign
Key skills (students should be able to)	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
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
Key knowledge outcomes (students should know)	Business ownership, stakeholder influence and communication methods	Organisational structures, business aims and environmental influences	Market structures, supply and demand and pricing strategies	Recruitment processes and employment legislation	Application writing, interview preparation and employability skills	Reflection and evaluation techniques for recruitment performance
Key skills (students should be able to)	Problem solving and decision making Communication	Attention to detail Communication Spreadsheets Project	Web development skills Editing and writing	Analytical skills Problem-solving	Problem-solving Presenting skills Software testing	Attention to detail Analytical and problem-solving

	Financial understanding	management				skills Communication