BTEC Business Enterprise Year 10 Curriculum Map

YEAR **TERM 1 TERM 4 TERM 2 TERM 3 TERM 5** TERM 6 Component 2 Component 2 Component 1 Introduction to Planning and Planning and Component 1 Exploring course and Exploring Component 1 Presenting a Presenting a Component 1 Enterprises Enterprises Exploring Micro-Enterprise Micro-Enterprise **Exploring Enterprises** Understand customer Understand how Enterprises Idea Idea YEAR 10 Understand how and needs and competitor the outcomes of Controlled Choose an idea Present a plan for behaviour through why enterprises and situational the microand produce a assessment market research entrepreneurs are analyses may plan for a enterprise idea to successful affect enterprises meet specific microenterprise requirements. Idea

Woolwich Polytechnic School for Boys

BTEC Business Enterprise Year 11 Curriculum Map

YEAR **TERM 1 TERM 2 TERM 3 TERM 4 TERM 5 TERM 6** Component 3 Component 3 Marketing and Finance for Marketing and Finance for Enterprise Enterprise Targeting and Financial Component 2 segmenting the market/ statements/Stakeholders/Profit Planning and 4Ps of the marketing ability and liquidity Component 3 Component 3 Presenting a Micromix/Factors influencing Financial planning and Marketing and Marketing and Component 2 Enterprise Idea Finance for the choice of marketing forecasting/Budgeting/Cash Finance for YFAR 11 Understand how the Controlled methods/Trust, Enterprise Enterprise flow outcomes of reputation and loyalty Suggesting improvements to Exam prep for Exam For assessment situational analyses Financial documents cash flow problems Component 3 component 3 may affect and statements enterprises Break-even point and break-Financial documents/Payment even analysis. methods/Revenue and Sources of business finance costs

Woolwich Polytechnic School for Boys