

Curriculum Overview: BTEC Enterprise

Introduction

At Dixons Fazakerley Academy, we aim to communicate with clarity and transparency. This document, therefore, aims to offer an overview of all aspects of the BTEC Enterprise curriculum so that staff feel confident and comfortable with the sequencing of our curriculum. This will, ultimately, support students to make exceptional progress throughout the course of their studies.

Overview of the curriculum

The table below shows the order of topics that are taught in Years 10 and 11. We recognise the importance of intelligently sequencing knowledge to develop secure schema and in BTEC Enterprise, topics have been meticulously planned and ordered to ensure that students are always building on and deepening their previous learning.

	Cycle 1	Cycle 2	Cycle 3
Year 10	Component 1: Exploring Enterprises. A1 Size and features of SMEs A2 Markets, sectors, models and industries in which enterprises operate A3 Aims and activities of enterprises A4 Skills and characteristics of entrepreneurs B1 Market research methods B2 Understanding customer needs B3 Understanding competitor behaviour B4 Suitability of market research methods C1 PEST analysis C2 SWOT analysis Complete Internal Assessment for component 1	Component 3: Marketing and Finance for Enterprise. A1 Targeting and segmenting the market A2 4Ps of the marketing mix A3 Factors influencing the choice of promotional methods A4 Trust, reputation and loyalty C5 Sources of business finance	Component 3: Marketing and Finance for Enterprise. C1 Budgeting C2 Cash flow C3 Suggesting improvement to cash flow problems C4 Break even analysis and break-even point B1 Financial documents B2 Payment methods B3 Revenue and costs B4 Financial statements B5 Profitability and liquidity
Year 11	Component 2: Planning and Presenting a Micro-Enterprise Idea A1 Choosing ideas for micro-enterprise A2 Plan for a micro-enterprise activity B1 Production of presentation B2 Delivery of presentation C1 Review of presentation Complete internal assessment for component 2 A1 Targeting and segmenting the market A2 4Ps of the marketing mix B3 Revenue and costs C2 Cash flow B1 Financial documents	Component 3: Marketing and Finance for Enterprise C2 Cash flow C3 Suggesting improvement to cash flow problems C4 Break even analysis and break-even point B1 Financial documents B2 Payment methods B3 Revenue and costs	Component 3: Marketing and Finance for Enterprise B4 Financial statements B5 Profitability and liquidity Exam revision

Threshold concepts

Curriculum Overview: Enterprise

Within our curriculum design, we have carefully considered how to sequence and interleave the threshold concepts within our subjects so that students are able to build and develop secure schema over time. The table below shows how we have mapped our threshold concepts throughout our Enterprise curriculum.

SME's and Entrepreneurs TC1	Market Research TC2	Situational Analysis TC3	Choosing and planning micro- enterprise TC4
Presentation and Review of Plan TC5	Marketing Activities TC6	Financial documents and statements TC7	Financial Planning and Budgeting TC8

Mapping powerful knowledge in Enterprise

All children are entitled to a curriculum and to the powerful knowledge which will open doors and maximise their life chances. Below is a high-level overview of the powerful knowledge children will learn in Enterprise, from Year 10 and Year 11. The curriculum is planned vertically and horizontally giving thought to the optimum sequence for building secure schema.

BTEC Enterprise Disciplinary knowledge YEAR 10 and 11
<p>Students will learn to: develop sector-specific applied knowledge and understanding through realistic vocational contexts. Learners will have the opportunity to develop applied knowledge and skills in the following area, skills and characteristics of enterprises and entrepreneurs, and internal and external factors. Development of key skills that prove aptitude in planning and enterprise idea. Understanding how enterprises are affected by marketing activities and financial constraints and budgets</p>
<p>This knowledge will be introduced, revisited and embedded throughout Years 10 and 11. Topic overviews highlight where this knowledge is taught and in what context.</p>

	YEAR 10 Knowledge to be gained at each stage*		
	Cycle 1 TC1, TC2, TC3	Cycle 2 TC6,	Cycle 3 TC1, TC7, TC8
Substantive knowledge introduced	<p>Component 1: Exploring Enterprises (Controlled Assessment).</p> <p>Sizes and features of SMEs Micro, small and medium enterprises Types of profit-making enterprises. Sole trader, partnership, limited companies, social enterprises. Features of SMEs Location of enterprise: physical, on-line or both Markets, sectors, and models Different sectors and business models B2B and B2C Goods or services Bricks and clicks and flips, e-commerce Aims and activities of enterprises Aims of enterprises: making a profit, breaking-even, expanding, maximising sales, being environmentally friendly, being ethical, satisfying customers, providing a social service Impact of activities in supporting the aims of enterprises Skills and characteristics of entrepreneurs Reasons why entrepreneurs start their own enterprise Impact of the skills and characteristics of the entrepreneur in helping to support the aims of the enterprise Understand customer needs and competitor behaviour through market research Benefits and drawbacks of different types of market research, to include primary and secondary market research Understanding customer needs Understanding competitor behavior</p> <p>(Controlled Assessment)</p> <p>Understand how the outcomes of situational analyses may affect enterprises PEST analysis Recommendations for actions that enterprises could take to minimise impact of PEST SWOT analysis The ability to react to strengths, weaknesses, opportunities and threats faced by the enterprise</p>	<p>Component 3: Marketing and Finance for Enterprise (External Assessment)</p> <p>Targeting and segmenting the market Market segmentation: demographics, geographic, psychographic, behavioural. Markets, B2B, B2C, niche, mass 4Ps of the marketing mix: product, price, place and promotion USP Product portfolio Branding Pricing strategies Digital and physical distribution of products Promotional mix, advertising, social media, PR, personal selling Factors influencing the choice of marketing methods Appropriateness for product and its brand image Speed/accessibility of information/ease of reaching target market Cost to the enterprise Competitors’ activities Experience of the entrepreneur Trust, reputation and loyalty Importance of brand image, perception of quality, value, variety and customer service Importance of reputation Being environmentally friendly Responding to customer service issues Getting involved in the local community</p>	<p>Component 3: Marketing and Finance for Enterprise (external assessment)</p> <p>Sources of business finance Internal sources of finance: personal sources (savings, credit cards, borrowing from friends and family), retained profits, sales of assets External sources of finance: long term (mortgages, share capital, taking on new partners), medium term (hire purchase, leasing, loans, peer-to-peer lending, business angels), short term (bank overdraft, crowdfunding, trade credit), government and charitable grants Budgeting, expenditure and revenue budgets Checking performance against plan, difference between budgeting and budgetary control Impact of favourable and adverse variances Cashflow and cash flow forecasts: predicted inflows and net flows Opening and closing balances Purpose of cash flow forecasts: identify money coming in and going out, determine impact of timings of inflows and outflows, make business decisions Suggest improvements to cash flow problems, cash surpluses, cash deficits Solutions to cash flow problems: increasing revenue, selling of unused assets, cutting costs, delaying payments to suppliers, chasing debtors, investments Break-even analysis Calculating the break-even point and margin of safety Construct and interpret a break –even chart Strengths and limitations of break-even analysis Fixed, variable and total costs and total revenue Financial documents Purchase orders, delivery notes, goods received notes, invoices, credit notes, statements of accounts, remittance advice slips, receipts Importance of accuracy when documents are being used Importance of accurate financial documents and record-keeping Payment methods, cash, credit cards, debit cards, payment technologies Impact on customers and enterprises of using different payment methods Revenues and costs, sources of revenues and types of costs for an enterprise Revenue and turnover Start-up costs and running costs</p>
Substantive knowledge revisited & embedded		Business to Business (B2B) and Business to Customers (B2C) Y10 C1 Market Research Y10 C1	Business to Business and Business to Customer. Y10 C1 Marketing Y10 C1 Entrepreneurs Y10 C1

CEAIG	Careers spotlight: Entrepreneur –setting up their own SME business Careers spotlight: Market Research Analyst Careers spotlight:	Careers spotlight: Entrepreneur Careers spotlight: Management Consultant Careers spotlight: Marketing Manager	Careers spotlight: Advertising manager Careers spotlight: Public Relations Careers spotlight: Market Research Analyst
Disciplinary knowledge introduced, revisited & embedded	<p>C1</p> <ul style="list-style-type: none"> Understand what an entrepreneur is and the skills and characteristics shown by successful entrepreneurs What constitutes a SME enterprise, its size and number of employees What are the different types of profit-making enterprises and the advantages and disadvantages of each: Sole Trader, Partnership, Limited companies Understand the role that charities and social enterprises play in the economy Understand the features of SMEs Explain the different business sectors (B2B) and (B2C). Understand the difference between goods and services and e-commerce and bricks and clicks and flips Explain what aims are and the important role they play in helping an enterprise become successful Explain the impact that enterprise activities have on the success of an enterprise Describe the skills and characteristics of a successful entrepreneur Explain the benefits and drawbacks of different types of primary and secondary research Understand the importance of identifying and meeting customer needs Understand competitor behaviour Apply knowledge on market research to suggest alternative types of market research for selected enterprise <p>C2</p> <ul style="list-style-type: none"> Explain PEST analysis (political, economic, social and technological) and the impact on enterprises Explain SWOT analysis (strengths, weaknesses, opportunities and threats) and the impact on enterprises Explain the actions that an enterprise can take to react to the impact of PEST and SWOT <p>C3</p> <ul style="list-style-type: none"> Understand market segmentation and target market Explain how enterprises produce goods and services for different market segments Explain the 4Ps (price, product, promotion and place) Understand different marketing methods that enterprises can use Evaluate the appropriateness of different marketing methods for different enterprises Explain what brand image is and how customers react to branding Explain the importance of reputation for enterprises 		

	YEAR 11 Knowledge to be gained at each stage*		
	Cycle 1 TC4, TC5, TC6, TC7	Cycle 2 TC7,TC8,	Cycle 3 TC6, TC7, TCb8
Substantive knowledge introduced	<p>Component 2: Planning and Presenting a Micro-Enterprise Idea (Internal assessment) Choosing ideas for micro-enterprise Generation of ideas or rejecting ideas Identify gaps in the local market Costing and pricing Financial forecasts Plan for a micro-enterprise Ownership of micro-enterprise sole trader or social enterprise Aims of the micro-enterprise: financial aims and non-financial aims Features of the product Pricing of the product Methods of promotion Identifying the target market Resources required Financial information Risk assessment Viability of the plan Production of presentation Delivery of presentation Review of the presentation Recommendations for improvements to the production and delivery of the electronic presentation</p> <p>Component 3: Marketing and Finance for Enterprise (external assessment) Sources of business finance Internal sources of finance: personal sources (savings, credit cards, borrowing from friends and family), retained profits, sales of assets External sources of finance: long term (mortgages, share capital, taking on new partners), medium term (hire purchase, leasing, loans, peer-to-peer lending, business angels), short term (bank overdraft, crowdfunding, trade credit), government and charitable grants Budgeting, expenditure and revenue budgets Checking performance against plan, difference between budgeting and budgetary control Impact of favourable and adverse variances</p>	<p>Component 3: Marketing and Finance for Enterprise (External Assessment) Cashflow and cash flow forecasts: predicted inflows and net flows Opening and closing balances Purpose of cash flow forecasts: identify money coming in and going out, determine impact of timings of inflows and outflows, make business decisions Suggest improvements to cash flow problems, cash surpluses, cash deficits Solutions to cash flow problems: increasing revenue, selling of unused assets, cutting costs, delaying payments to suppliers, chasing debtors, investments Break-even analysis Calculating the break-even point and margin of safety Construct and interpret a break –even chart Strengths and limitations of break-even analysis Fixed, variable and total costs and total revenue Financial documents Purchase orders, delivery notes, goods received notes, invoices, credit notes, statements of accounts, remittance advice slips, receipts Importance of accuracy when documents are being used Importance of accurate financial documents and record-keeping Payment methods, cash, credit cards, debit cards, payment technologies Impact on customers and enterprises of using different payment methods Revenues and costs, sources of revenues and types of costs for an enterprise Revenue and turnover Start-up costs and running costs</p>	<p>Component 3: Marketing and Finance for Enterprise (External Assessment) Financial statements complete and interpret them Profit and loss accounts (statement of comprehensive income) Revenue costs of sales, expenses, gross profit, net profit Balance sheet Fixed and current assets Working capital Long term current liabilities Equity Calculate profitability and liquidity Difference between cash and profit Difference between liquidity and profitability Profitability ratios Liquidity ratios</p> <p>Exam preparation</p>
Substantive knowledge revisited & embedded	Enterprises and Entrepreneurs Y10 C1 Aims and objectives of SMEs Y10 C1 Target market and market segmentation Y10 C3 Marketing Mix (4Ps) Y10 C3	Sources of finance Y11 C1 Financial information Y11 C1	Budgeting Y11 C1 Financial Information Y11 C1 Cashflow forecasting Y11 C2
CEAIG	Careers spotlight: Entrepreneur, setting up their own SME enterprise Careers spotlight: Marketing analyst Careers spotlight: Banking	Careers spotlight: Accountancy Careers spotlight: Financial Analyst Careers spotlight: Credit Manager	Careers spotlight: Financial Planners Careers spotlight: Banking Careers spotlight: Accountancy
Disciplinary knowledge introduced,	C1 <ul style="list-style-type: none"> Identify gaps in local market and explain possible small enterprises that could be set up Evaluate which business idea is going to be created and why others have been rejected Understand what a business plan and the key aspects of a successful business plan 		

revisited & embedded	<ul style="list-style-type: none"> • Explain why potential investors will want to see a business plan • Apply knowledge about business plans to produce their own for a small enterprise • Understand what makes a successful presentation • Evaluate their presentation and suggest possible improvements to their own presentation • Explain sources of finance for enterprises • Explain the benefits and drawbacks of different types of internal and external sources of finance • Understand what budgets are <p>C2</p> <ul style="list-style-type: none"> • Explain what a cash flow and cash flow forecasting is • Understand the importance of producing accurate financial accounts • Identify solutions to cash flow problems • Explain what appropriate actions an enterprise can take to solve any financial problems • Understand what break-even is and why it is important to enterprises • Explain key concepts and terms, fixed, variable and total costs, sales revenue, start-up costs and running costs • Explain the different financial documents used by enterprises • Explain different payment methods, with the advantages and disadvantages of each <p>C3</p> <ul style="list-style-type: none"> • Understand and complete financial accounts, profit and loss accounts and balance sheets • Complete and interpret financial accounts • Understand profitability and liquidity • Understand and calculate profitability and liquidity ratios
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*A powerful, knowledge-rich curriculum teaches both substantive knowledge (the academic content for a particular subject) and disciplinary knowledge (application of knowledge required for each academic domain).

Please refer to the DAT Curriculum Principles, published on our website, for further information about how we have designed our all-through curriculum.