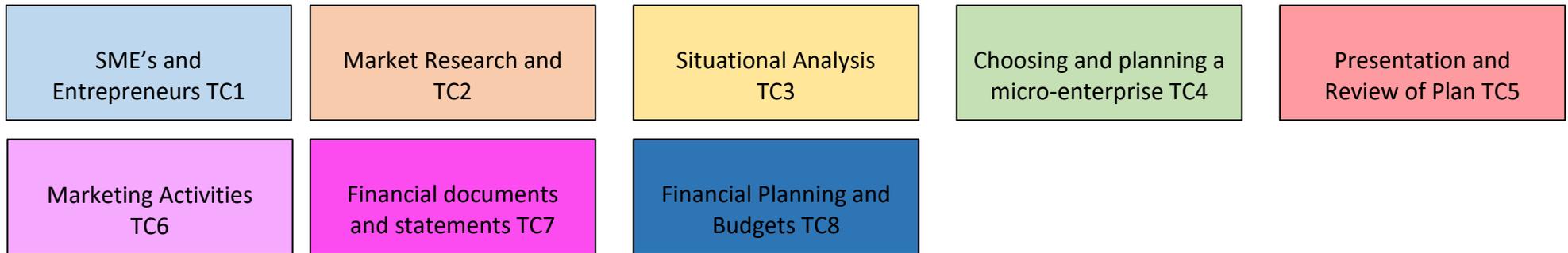


Long Term Plans: Enterprise

Threshold concepts



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 BTEC Enterprise curriculum.

Year 10

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13
	TC1	TC1	TC1	TC2	TC2	TC3	TC1	TC1	TC2	TC2	TC3	TC1, TC2, TC3	TC3, TC10
Cycle 1: Component 1 Exploring Enterprises	What is an enterprise? What is an entrepreneur? What are different SME's? Know the key characteristics of different SME's.	What are the different features of SMEs. What are the advantages and disadvantages of different types of business ownerships? Aims of an enterprise and links to business activities	Skills and characteristics of entrepreneurs. Why do entrepreneurs start their own business?	What is market research? Benefits and drawbacks of market research Customer needs Competitor behaviour.	Suitability of market research methods	Situational Analysis. Understand how the outcomes of situational analyses may affect enterprises. Explain and apply PEST and SWOT to SMEs	Controlled assessment Task 1A Impact of activities carried out by the selected enterprise Task 1B The impact of the skills and characteristics of the entrepreneur on SME	Controlled assessment Task 1B Impact of skills and characteristics of entrepreneur on SME	Controlled assessment Task 2 Market Research Methods Recommendations for alternative primary and secondary research methods	Controlled assessment Task 3a Research and apply PEST analysis to chosen SME	Controlled assessment Task 3a Research and apply SWOT analysis to chosen SME	Moderation and feedback	Cycle 1 Intervention

Cycle 2: [Component 3 Marketing and Finance for Enterprise

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13
	TC2, TC6	TC6	TC6	TC6	TC6	TC6	TC3,TC9	TC2, TC6	TC3	TC3,TC9	TC2,TC6	TC2,TC6	TC2,TC6
Targeting and segmenting the market. Explain how and why enterprises target their markets.	What is market segmentation? Examples of different market segments	4Ps of the marketing mix introduced. Product, how do enterprises create USP? Explain why branding and product portfolios are important for enterprises.	What is the product life cycle? Explain how businesses use extension strategies to extend the life cycle of a product	Pricing strategies explained and applied to enterprises: penetration, skimming, competitive, cost-plus premium.	Promotional mix. Why do enterprises use above the line and below the line promotion,	Place, digital and physical distribution of products.	C2 Assessment Whole class feedback	Understand the factors influencing the choice of marketing methods for enterprises. What is most appropriate for the product, its brand image, cost.	How important is brand image, reputation in helping to attract customers and retain customers. How does the actions of the enterprise affect public opinion?	Exam questions on topics A1, A2, A3 and A4	Data and planning	C2 Intervention	

Cycle 3: CComponent 3 Marketing and Fianance for Enterprise]

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13
TC7	TC7	TC7	TC7	TC7	TC7	TC7	TC8	TC7. TC8	TC8	TC8	TC8	TC8
Understand the different sources of finance for enterprises Understand the different types of financial documents and the part each plays in enterprises.	Illustrate how and when different types of financial documents are used by enterprises. Explaining the importance of accuracy when financial documents are used.	Explain the different payment methods used by enterprises. What are the advantages and disadvantages of different payment methods? What is the impact on customers of using different payment methods?	Define revenue/turnover. How are they calculated? What meant by start-up and running costs for enterprises How can revenue be maximised?	Complete and interpret financial statements for enterprises, a profit and loss account. Complete and interpret a balance sheet for an enterprise.	Understand how profitability and liquidity affects enterprises. How does the financial statements affect an enterprise profit and liquidity? Calculate and interpret financial ratios	Define the different range of budgets used by enterprises and be able to calculate simple budgets. Explain impact of favourable and adverse variances on budgets	C3 Assessments Whole class feedback	Understand, complete and interpret cash flow forecasts and statements. Explain the purpose of cash flow forecasts and the impact on enterprises of a negative cash flow forecasting.	Suggest improvements to cash flow problems for enterprises.	Calculate breakeven point and margin of safety. Explain how the BEP affects an enterprises. What are the strengths and limitation of breakeven analysis.	Data and planning C3 Intervention	C3 Intervention

Year 11

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13
Cycle 1: [Component 2 Planning and presenting a micro enterprise idea	TC6	TC7	TC4	TC4	TC4	TC4	TC4	TC4	TC4	TC5	TC5	TC5	TC5
	Understand marketing mix.	Sources of business finance, explain suitability for enterprises	Research possible ideas for a new enterprise Generate possible ideas or reject those not suitable to be successful.	Carry out research on new enterprise	Controlled Assessment Task 1a Generate two realistic ideas for a micro-enterprise, justifying which one will be chosen for the micro-enterprise	Controlled assessment task 1b Planning your chosen micro-enterprise idea. Produce a business plan that contains the following: aims of the enterprise Features and prices of the product	Controlled assessment task 1b Produce a business plan that contains the following: Methods of promotion and target market and the physical, financial and human resources required	Controlled assessment task 1b Produce a business plan that contains the following: Financial planning, forecasting and records, a risk assessment	Controlled assessment task 1b Produce a business plan that contains the following: Financial planning, forecasting and records, a risk assessment	Controlled assessment task 1b Make a judgement of the viability of the business plan	Controlled assessment task 2a Produce an electronic presentation that summarises all elements of the business plan	Controlled assessment task 2a Deliver an electronic presentation of the business plan using accurate and effective verbal communication	Controlled assessment task 2b Produce a report that reviews the production and delivery of the presentation and gives detailed judgements about the strengths and weaknesses of the presentation

Cycle 2: [Component 3 Marketing and Finance for Enterprises.]

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13
	TC7	TC7	TC7, TC8	TC8	TC7	TC7	TC6		TC6				
	<p>Define revenue/turnover. How are they calculated?</p> <p>What meant by start-up and running costs for enterprises</p> <p>How can revenue be maximised?</p>	<p>Complete and interpret financial statements for enterprises, a profit and loss account.</p> <p>Complete and interpret a balance sheet for an enterprise.</p>	<p>Understand how profitability and liquidity affects enterprises.</p> <p>How does the financial statements affect an enterprise profit and liquidity?</p> <p>Calculate and interpret financial ratios</p>	<p>Define the different range of budgets used by enterprises and be able to calculate simple budgets.</p> <p>Explain impact of favourable and adverse variances on budgets</p>	<p>Illustrate how and when different types of financial documents are used by enterprises.</p> <p>Explaining the importance of accuracy when financial documents are used.</p>	<p>Understand the different sources of finance for enterprises</p> <p>Understand the different types of financial documents and the part each plays in enterprises.</p>	<p>Targeting and segmenting the market.</p> <p>Explain how and why enterprises target their markets.</p> <p>What is market segmentation?</p> <p>Examples of different market segments</p>	<p>Mock Exam</p>	<p>4Ps of the marketing mix</p>	<p>Exam preparation</p> <p>Bespoke intervention</p>			