



# Dallam School

Curriculum overview

Department: BTEC Enterprise

Year Group: 10

AUTUMN		SPRING		SUMMER	
Half term 1	Half term 2	Half term 3	Half term 4	Half term 5	Half term 6
<b>Theme/ topic: Introduction to Enterprise &amp; Entrepreneurs, SMEs</b>	<b>Theme/ topic: Coursework 1 – Exploring Enterprises – success or failure</b>	<b>Theme/ topic: Coursework 1 – Exploring Enterprises – success or failure</b>	<b>Theme/ topic: Coursework 1 – Exploring Enterprises – success or failure</b>	<b>Theme/ topic: Promotion for Enterprise</b>	<b>Theme/ topic: Finance for Enterprise (includes Year 10 exams)</b>
By the end of this half term pupils will know (key knowledge, including tier 3 vocabulary):					
What an enterprise is including the definition of an SME and Micro Enterprise What an entrepreneur is  Legal structures Sole Proprietor Partnership Private Limited Company	Customers Customer needs Competitors Company Aims Company Objectives	Market Research Primary Research Secondary Research Quantitative research Qualitative research	External Influences PEST SWOT Inflation Legislation Trends Demographics Internal/external constraints	Promotion: Advertising (ambient, print, digital, audio, moving image) Personal selling Direct Marketing Public Relations Promotions (BOGOF etc) Segmentation (geographic, psychographic, behavioural, demographic)	Sources of Finance (internal, external, Working Capital, loans, share capital, retained profit, sales of assets, owner's funds, venture capital) Statement of Comprehensive Income Statement of Financial Position Current Ratio, Acid Test, ROCE
They will understand (key concepts):					
What motivates entrepreneurs  What characteristics entrepreneurs need to be successful	Entrepreneurial Aims and objectives for companies	How a company uses market research to understand more about  A) customer needs B) competitors	How to use tools PEST and SWOT to analyse a company situation  Business Report structures	How companies select the marketing mix and align it with their market and audience for both B2C and B2B customers	Purchase orders, packing lists, good received notes, invoices, receipts, credit notes, Statement of Account.

			Use of academic language in business reports		
They will know how to (key skills including speaking, reading and writing in this subject):					
<p>An introduction to structured report writing</p> <p>Ability to choose appropriate information to back up arguments</p> <p>How to reference sources</p> <p>To compare companies and draw conclusions about similarities and differences</p>	<p>The difference between short term and longer term Aims and objectives</p> <p>What makes objectives SMART</p> <p>Writing emails to companies for information</p>	<p>Pros &amp; Cons of different methods of gathering research</p> <p>Pros &amp; Cons of different types of research</p> <p>To analyse alternatives &amp; draw conclusions in written reports</p> <p>To compare companies and draw conclusions about similarities and differences</p>	<p>How to evaluate the key external factors and discuss their impact on an enterprise</p> <p>To analyse alternatives &amp; draw conclusions in written reports</p> <p>To compare companies and draw conclusions about similarities and differences</p> <p>Working to deadlines</p> <p>Self-correcting</p> <p>Using feedback effectively</p>	<p>How companies use the marketing mix to achieve their aims and objectives</p>	<p>Flow of documents to and from businesses</p> <p>Invoice writing</p> <p>Analysing Ratios</p> <p>Constructing basic accounts</p>



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Department: BTEC Enterprise

Year Group: 11

AUTUMN		SPRING		SUMMER	
Half term 1	Half term 2	Half term 3	Half term 4	Half term 5	
<b>Theme/ topic:</b> <b>Coursework 2</b> <b>Planning for a Micro Enterprise</b>	<b>Theme/ topic:</b> <b>Component 3 - Finance for Enterprise</b>	<b>Theme/ topic:</b> <b>Coursework 2</b> <b>Planning for a Micro Enterprise</b>  <b>First Exam</b>	<b>Theme/ topic:</b> <b>Component 3 - Finance for Enterprise</b>  <b>Exam skills</b>  <b>Formal examined presentation</b>	<b>Theme/ topic:</b> <b>Exam Revision &amp; Second Exam</b>	
By the end of this half term pupils will know (key knowledge, including tier 3 vocabulary):					
Structure of a business Plan  Creativity in new business ideas	Exam based work – Breakeven, Cashflow analysis, Ratio Analysis  Coursework – Creation of a business Plan	Key financial documents – Statement of Comprehensive income and Statement of Financial Position  Current ratio, acid test, ROCE, Gross Profit, Net Profit, Gross Margin, Net Margin	Review writing Self-reflection Using written feedback Breakeven Cashflow Fixed Costs Variable Costs Start Up Costs	Key financial documents – Statement of Comprehensive income and Statement of Financial Position  Current ratio, acid test, ROCE, Gross Profit, Net Profit, Gross Margin, Net Margin  Breakeven, Cashflow, Fixed Costs, Variable Costs, Start Up Costs	
They will understand (key concepts):					
How to write a questionnaire  How to present Market research graphically	Competitor analysis, Pricing, Costs, Sources of finance, Breakeven in a business plan, Time lines, contingency plans	Promotional approaches from Year 10 recapped  Finance from Year 10 recapped	Clarity of message in presentation  Picking out key ideas	Answering generic questions about ‘an enterprise’ versus answering contextualised questions about a specific business  How financial information can assist in business decision making	

How to structure a business plan How to create company aims & objectives	How financial information can assist in business decision making		Thinking about the receiving audience	
They will know how to (key skills including speaking, reading and writing in this subject):				
Assessing potential business ideas Using market research to assist in decision making Use of Microsoft Forms in collecting & displaying data	Skills in creating business plans suitable for micro enterprises	Exam skills, particularly numeric for the February exam Writing 6 mark structured answers in context in an exam How to get a piece of coursework finalised (getting it over the line)	Creating a powerpoint presentation Presentation skills Presentation delivery	Exam skills, particularly numeric for the February exam Writing 6 mark structured answers in context in an exam