Hodgson Academy

BTEC Tech Award Level 1/2 in Enterprise

KS4 Curriculum Overview

BTEC Tech Award Level 1/2 in Enterprise Key Stage 4 Curriculum Overview

	Autumn Term		Spring Term		Summer Term	
	HT1	HT2	HT3	HT4	HT5	HT6
Year 10	Focus: Induction/ Exploring Enterprises COMPONENT 1- Theory Key tasks Enterprise Characteristics SME's Types Purposes Entrepreneurs Customer Behaviour Assessment Coursework 1 - Enterprises: Success or Failure mock tasks Formative Assessment: Multiple choice quizzes on Teams Know it all ninja online quiz. Summative assessment: End of Topic Test and summative reports Homework: Seneca Assignments / Practice exam questions	Focus: Exploring Enterprises COMPONENT 1- Theory Key tasks Situational Analysis Measuring SME's Legislation PEST Assessment Coursework 1 - Enterprises: Success or Failure mock tasks Formative Assessment: Multiple choice quizzes on Teams Know it all ninja online quiz. Summative assessment: End of Topic Test and summative reports Homework: Seneca Assignments / Practice exam questions	Focus: Exploring Enterprises COMPONENT 1 Key tasks Market Research Understanding Competitors Needs & Wants Assessment Coursework 2 – Market Research: Customer Needs & Competitor Behaviour Formative Assessment: Multiple choice quizzes on Teams Know it all ninja online quiz. Summative assessment: End of Topic Test Homework: Independent research for Written component 1	Focus: Exploring Enterprises COMPONENT 1 Key tasks Situational Analysis Measuring SME's Legislation PEST Assessment: Coursework 3 Factors – success of an entrepreneur Formative Assessment: Multiple choice quizzes on Teams Know it all ninja online quiz. Summative assessment: End of Topic Test Homework: Independent research for Written component 1	Focus: Promotion and Finance for Enterprise COMPONENT 3 Key tasks Elements of the Promotional Mix and their Purposes Targeting and Segmenting the Market Factors Influencing the Choice of Promotional Methods Assessment: Exam questions/ Seneca questions Mean business revision booklet	Focus: Promotion and Finance for Enterprise COMPONENT 3 and research preparation for COMPONENT 2 Key tasks Cash flow Breakeven Revenue, Costs and profit Assessment Exam questions and practise test. Mean business revision booklet Independent research for Component 2
Year 11	Focus Planning for and Pitching an Enterprise Activity COMPONENT 2 Key tasks Generating Ideas for a Micro Enterprise Activity Plan for a Micro Enterprise Activity Assessment Coursework 1 – Planning a Micro Enterprise Activity Focus Promotion and Finance for Enterprise COMPONENT 3	Focus Planning for and Pitching an Enterprise Activity COMPONENT 2 Key tasks Pitching a Micro Enterprise Activity Presenting a Business Pitch Assessment Coursework 2 - Pitching to Potential Investors Focus Promotion and Finance for Enterprise COMPONENT 3	Key tasks Financial Documents Payment Methods Revenue and Costs Terminology Statement of Comprehensive Incom Profitability and Liquidity Using Cash Flow Data Financial Forecasting Suggesting Improvements to Cash Flow Proble Assessment Exam questions / mock exam	Key tasks Break-Even Analysis and Break Even Point Sources of Business Finance Assessment Exam Questions and Promotion and Finance for Enterprise Exam (2 hours)		