

KS4 Curriculum Overview 2021/22

Department: ICT & Business - BTEC Tech Award in Enterprise

Description of KS4 Curriculum:

There are three components to the course. There are two coursework components marked internally worth 60% and one exam component marked externally worth 40%. The components are:

- Component 1: Exploring Enterprises (30%). This is a coursework task investigating what makes a successful business enterprise start-up.
- Component 2: Planning for and pitching an Enterprise Activity (30%). This is a coursework task whereby students are required to develop, plan and pitch their own business idea.
- Component 3: Promotion and Finance for Enterprise (40%) is a written two hour examination that will be taken in February of Year 11. There is an opportunity to resit this examination once if required.

Sequence of Learning:

KS4	Term 1 Content	Term 2 Content	Term 3 Content
Year 10	<p>Content for Component One: Exploring Enterprises</p> <p>Learning Aim A: Examine the characteristics of enterprises</p> <ul style="list-style-type: none"> • What is an enterprise? • Types and characteristics of small and medium enterprises (SMEs) • The purpose of enterprises • Entrepreneurs <p>Pupils to work on the coursework Component One: Exploring Enterprises Learning Aim A.</p>	<p>Content for Component One: Exploring Enterprises</p> <p>Learning Aim B: Explore how market research helps enterprises meet customer needs and understand competitor behaviour</p> <ul style="list-style-type: none"> • Customer needs • Using market research to understand customers • Understanding competitors <p>Pupils to work on the coursework Component One: Exploring Enterprises Learning Aim B.</p> <p>Learning Aim C: Investigate the factors that contribute to the success of an enterprise</p> <ul style="list-style-type: none"> • Internal factors • External factors • Situational analysis • Measuring the success of an SME 	<p>Pupils to work on the coursework Component One: Exploring Enterprises Learning Aim C.</p> <p>Content for Component 2: Planning for and pitching an enterprise activity</p> <p>Learning aim A: Explore ideas and plan for a micro enterprise activity</p> <ul style="list-style-type: none"> • Generating ideas for a micro enterprise activity • Plan for a micro-enterprise activity <p>Pupils to work on the coursework Component Two: Planning for and pitching an enterprise activity Learning Aim A.</p>
Year 11	<p>Content for Component 3: Promotion and finance for enterprise.</p>	<p>Content for Component 3: Promotion and finance for enterprise.</p>	<p>Content for Component 2: Planning for and pitching an enterprise activity</p>

	<p>Learning Aim A: Promotion. Elements of the promotional mix and their purposes</p> <ul style="list-style-type: none"> • Elements of the promotional mix and their purposes • Targeting and segmenting the market • Factors influencing the choice of promotional methods <p>Learning Aim B: Financial records</p> <ul style="list-style-type: none"> • Financial documents • Payment records • Sources of revenues and costs • Terminology in financial statements • Statement of financial position • Profitability and liquidity 	<p>Learning Aim C: Financial planning and forecasting</p> <ul style="list-style-type: none"> • Using cash flow data • Financial forecasting • Suggesting improvements to cash flow problems • Break even analysis and break-even point <p>Content for Component 2: Planning for and pitching an enterprise activity</p> <p>Learning Aim B: Pitch a micro enterprise activity</p> <ul style="list-style-type: none"> • Pitching a micro enterprise activity • Presenting a business pitch <p>Pupils to work on the coursework Component Two: Planning for and pitching an enterprise activity Learning Aim B.</p>	<p>Learning Aim C: Review own pitch for a micro enterprise activity</p> <ul style="list-style-type: none"> • Using feedback and review to identify possible changes to the pitch <p>Pupils to work on the coursework Component Two: Planning for and pitching an enterprise activity Learning Aim C.</p>
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