Birchwood High School **BTEC Enterprise Curriculum Map** ***Where People Grow and Excellence Prevails***

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
10	**<u>Topic:</u> Component 1: Learning aim A: Examine the characteristics of enterprises** **<u>Knowledge and skills</u>** The role of customer service in attracting new customers, securing repeat purchases, customer loyalty and an improved reputation Enterprises use creativity and innovation to meet customers' needs by identifying gaps in the market for goods or services, or identifying a market for new goods or services Reasons why some enterprises fail	**<u>Topic:</u> Component 1: Learning aim A: Entrepreneurs mind-set:** **<u>Knowledge and skills</u>** Focused Passionate Motivated and dedicated Inventive or innovative Proactive, confident, flexible and adaptable Resilient Having vision and the capacity to inspire **<u>Topic:</u> Component 1: Learning aim B: Explore how market research helps enterprises meet customer needs and understand competitor behaviour** **<u>Knowledge and skills</u>** Anticipating and identifying customer expectations Qualitative research Quantitative research The main features that make products competitive: Availability Unique features and selling points (USPs) **<u>Topic:</u> Component 1 Learning aim C: Investigate the factors that contribute to the success of an enterprise** **<u>Knowledge and skills</u>** Internal factors Factors within the control of the enterprise that can impact on costs Understanding the market Keeping customers satisfied Unforeseen human resource costs	**<u>Topic:</u> Component 2 Learning aim A: Explore ideas, plan and pitch for a micro enterprise** **<u>Knowledge and skills</u>** Generating ideas for a micro enterprise activity Selection of final idea: • Resources available • Financial forecasts • Costing and pricing • Methods of communication and promotion • Potential customers Skills of people in group **<u>Topic:</u> Component 2 Learning aim A: Explore ideas, plan and pitch for a micro enterprise** **<u>Knowledge and skills</u>** Planning for a micro enterprise activity Aims of the micro enterprise: • Financial aims, e.g. to make a profit, break even Non-financial aims, e.g. customer satisfaction, social aims such as meeting a need in the community	**<u>Topic:</u> Component 2: Learning aim B: Operate and review the success of the micro enterprise activity** **<u>Knowledge and skills</u>** Operation of the enterprise Carrying out communication and promotional activities: • Production of promotional materials • Distribution of promotional materials • Individual and group skills for running a micro enterprise • Managing your own time Problem solving **<u>Topic:</u> Component 2: Learning aim B: Review success of a micro enterprise activity including own contribution** **<u>Knowledge and skills</u>** Reviewing enterprise activity against original plan and financial forecasts to judge whether activity met its aims Review success of a micro enterprise activity including own contribution Personal and group performance	**<u>Topic:</u> Component 3: Learning aim A: Promotion** **<u>Knowledge and skills</u>** Elements of the promotional mix and their purposes The use of advertising to persuade and inform The two basic aspects of advertising: • Message • Medium Advertising methods: • Moving image • Print • Ambient • Digital • Audio Targeting and segmenting the market: • Psychographic Behavioural	**<u>Topic:</u> Learning aim B: Financial records** **<u>Knowledge and skills</u>** Financial documents: • Types: invoices, delivery notes, purchase orders, credit notes, receipts • Importance to a business of accuracy when these documents are being used Payment methods: • Cash, credit cards, debit cards, direct debit, payment technologies • Impact on customers and enterprises of using different methods

11	**Topic:** **Learning aim C: Financial planning and forecasting** **Knowledge and skills** Using cash flow data • Cash – liquid assets of the business; bank balance plus cash in the business • Cash flow – difference between the cash flowing into the business (inflows) and the cash flowing out of the business (outflows), positive and negative liquidity Inflows: • Sales • Capital introduced • Loans Outflows: • Purchases Running costs	**Topic:** **Knowledge and skills** Break-even analysis and break-even point Construct and interpret a break-even chart and recognise its limitations Sources of business finance Long-term sources of external finance: • Loans • Government grants • Venture capital • Peer-to-peer lending • Advantages and disadvantages of each source **Topic:** **Component 3 Exam in February** **Knowledge and skills** Topic A- Revision Topic B Revision Topic C Revision	**Topic:** **Component 3 Revision if re-taking**			