

BTEC Enterprise Curriculum Map year 11

	Year 11	Year 11	Year 11
Unit Length	1 1/2 terms for both elements (Promotion and finance)	1 1/2 terms for both elements (Promotion and finance)	1 term
Links to the National curriculum/Assessment Objectives	Pearson BTEC Level 1/Level 2 Tech Award in Enterprise		
Description of the topic and key learning outcomes (key knowledge and understanding)	<p>A1 Elements of the promotional mix and their purposes</p> <p>Learners will explore the different methods of promotion used by enterprises, their suitability for different sizes of enterprise, including the factors they consider when choosing the most appropriate.</p> <p>Level 1 Pass Learners demonstrate basic knowledge of the elements of promotion and financial records.</p> <p>Level 2 Pass Learners demonstrate knowledge and understanding of the elements of promotion and financial records and apply them in context.</p> <p>Level 2 Distinction Learners demonstrate a high level of knowledge and understanding of the elements of promotion and financial records and apply them in context.</p>	<p>B Financial records</p> <p>Learners will complete, interpret and check the information on financial documents and statements.</p> <p>C Financial planning and forecasting Learners will complete cash flow forecasts, and investigate the effects of positive and negative cash flow on an enterprise.</p> <p>Learners will also consider a range of sources of finance that may be available to a business in any given situation.</p> <p>Level 1 Pass Learners demonstrate basic knowledge of the elements of promotion and financial records.</p> <p>Level 2 Pass Learners demonstrate knowledge and understanding of the elements of promotion and financial records and apply them in context.</p> <p>Level 2 Distinction Learners demonstrate a high level of knowledge and understanding of the elements of promotion and financial records and apply them in context.</p>	<p>Revision and resist for underperforming students</p> <p>A1 Elements of the promotional mix and their purposes</p> <p>Learners will explore the different methods of promotion used by enterprises, their suitability for different sizes of enterprise, including the factors they consider when choosing the most appropriate.</p> <p>B Financial records</p> <p>Learners will complete, interpret and check the information on financial documents and statements.</p> <p>C Financial planning and forecasting Learners will complete cash flow forecasts, and investigate the effects of positive and negative cash flow on an enterprise.</p>
Related Concepts (that are revisited)	Concept of how and why businesses are successful	Concept of how good quality research is linked to creating a successful business	Concept of how and why businesses are successful

Skills being taught	Research skills are being taught along with report writing skills	Research skills and data analysis and calculations	Research skills are being taught along with report writing skills
Milestone assessments	Mock external assessment	Official online examination in test conditions	Official online examination in test conditions
Wider reading	Business focused case studies around component 3 topics	Business focused case studies around component 3 topics	Business focused case studies around component 3 topics
Literacy programme	Spellings, key vocabulary, writing frames, sentence starters.	Spellings, key vocabulary, writing frames, sentence starters.	Spellings, key vocabulary, writing frames, sentence starters.
Homework	Knowledge organisers.	Knowledge organisers.	Knowledge organisers.